

Patient and Provider Optimization

Robert G. McNeill, DDS, MD

Diplomate, American Board of Oral & Maxillofacial
Surgery

Fellowship, Integrative Medicine



Who am I?



- Grew up in Canada
- Oral and maxillofacial surgeon with offices in Preston Center and North Garland
- Fellowship trained in Integrative Medicine from the University of Arizona School of Medicine



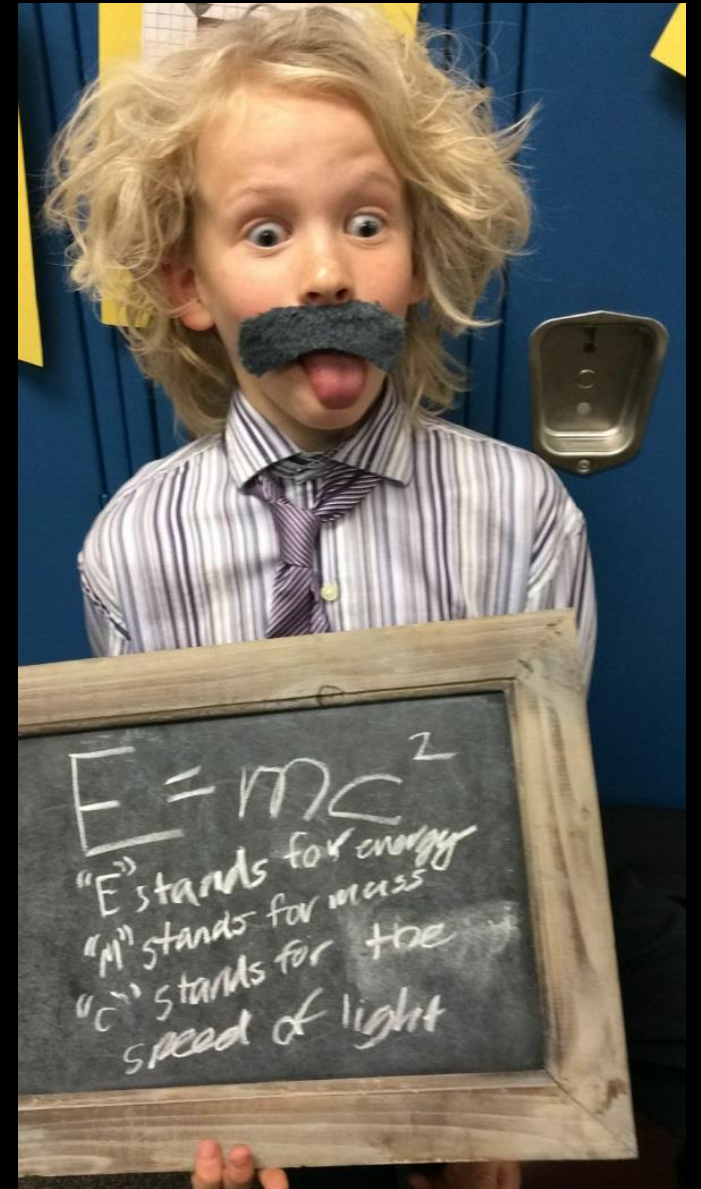
Conflicts of interest



- Consultant and speaker for Neodent dental implant system
- More in-depth discussion April 13th

Disclaimer

- I want you to think outside the box to manage yourself, your family and your patients' lives better
- I might leave you with more questions than answers
- I don't have it all figured out
- I used to think some of this stuff was crazy



What is our game plan?

- Discuss things :
 - you know
 - you don't know
 - some things you want to hear
 - some things you don't want to hear
 - some things you won't really believe



Why did I go on this adventure?

- Selfishly I wanted to improve my life
- Live longer in a healthy way
- Be happier/more peaceful
- Improve the experience for my patients
- Increase patient safety



Op·ti·mi·za·tion

- The action of making the best or most effective use of a situation or resource
- Moving towards your full potential



Issues that may relate to us:

- Physical disability
- Burnout
- Depression and anxiety
- Drug addiction
- Alcohol addiction
- Suicide risk
- Financial pressures
- Staff/corporate pressures
- Financial freedom
- Independence
- Balanced life
- Create your practice environment
- Serving others
- Security
- Flexible schedule/family time

Do we get off to a bad start?

- Burnout, depression and suicidal ideation in dental and dental hygiene students.
 - European Journal of Dental Education. 2017. February 27.
- 40% dental students met criteria for burnout
- 38% hygiene students met criteria for burnout
- 9% moderate depression
- 6% dental, 9% hygiene had suicidal ideation

Where are you right now?



Patient and Provider Optimization

Don't let your patient die

BRP data for Texas 2011-2015

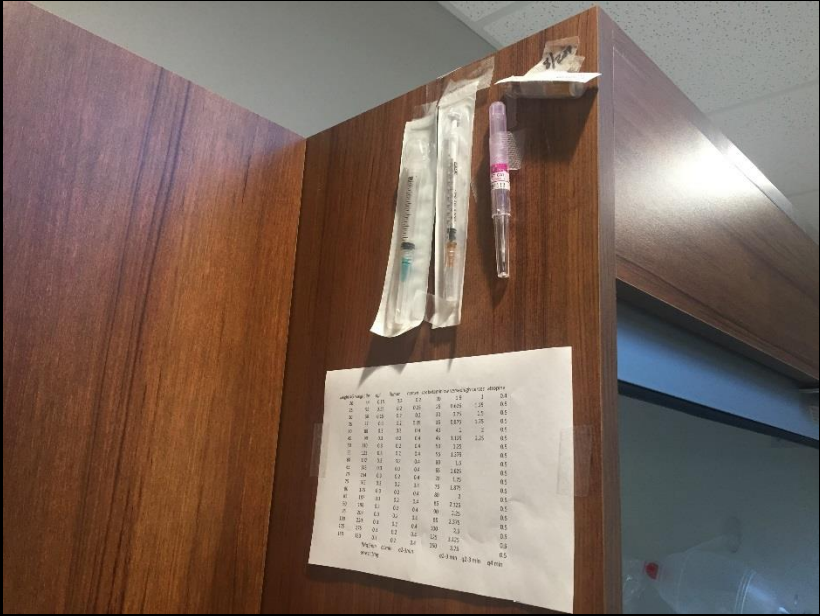
- Six major sedation events (death/permanent disability)
 - Child under 8 or adults with high risk factors
 - A deeper level of sedation than intended occurred in many cases
 - Poor pre-op evaluation, drug over dosage, poor monitoring and poor emergency management

Anesthesia mishaps in the State of Texas 2011-2015

- 13 mishaps with 8 involving children under 8 or high risk adults (obese, compromised health or elderly)
 - Poor pre-operative evaluation
 - Drug overdose
 - Premature discharge
 - Bolus drug administration
 - Not using required monitors
 - Poor problem recognition
 - Poor emergency management

Emergency Failures from BRP Report

- Emergency drugs given at the wrong dose
- Ventilation equipment was available but used ineffectively
- Ventilation equipment was not available
- Supplemental oxygen was available but not administered when indicated
- The provider was slow to activate EMS!!!
(most common finding)



What can you do?

- Have an emergency plan and use it for emergency drills with your staff
- Activate 911 early
- Practice using ventilation equipment
- Careful sedation usage

Written Emergency Plan

When Emergency Situation Begins:

Extra Assistant needs to get Dr. McNeill and notify him of situation if he is not present. He will decide if 9-1-1 will need to be called.

- All available assistants need to be present
- All of front office needs to head to back of office to call 9-1-1 when needed, door to waiting room needs to be locked, and direct EMS into office
 - Emergency kit needs to be in room. (Airway/AED/Oxygen/Suction)
 - IV Access if not started
 - Ask Dr. again if 9-1-1 needs to be called if not called earlier
- One assistant needs to record events, medication dosage and time, and AED shocks and time administered
 - Ask Dr. about reversal;
 - Flumazenil- 0.2mg=2cc [reverses Versed]
 - Naloxone- 0.2-0.4mg [reverses Fentanyl]
 - Ask Dr. again if 9-1-1 needs to be called if not called earlier
- If EMS is called front office needs to make copy of recorded events when they arrive and give to EMS.

North Texas Dental Implants

Oral & Facial Surgery

4880 President George Bush Turnpike, Suite 101
Garland, TX 75040

Or

8411 Preston Road, Suite 850
Dallas, TX 75225

Limit medications

- Avoid local anesthesia over dosage
- Be careful with 4% solutions
- Is it really a failure of local anesthesia?
- Limit epinephrine when appropriate to 0.04 mg (4 carps of 1:200k versus 2 carps 1:100k)

Failure

- It is okay to have your sedation technique fail
- It is okay to say NO to a procedure or abort a procedure
- We do not need to do everything
 - It is likely not the best thing for you or the patient
 - Should the patient be managed in a different environment?

Do no harm!

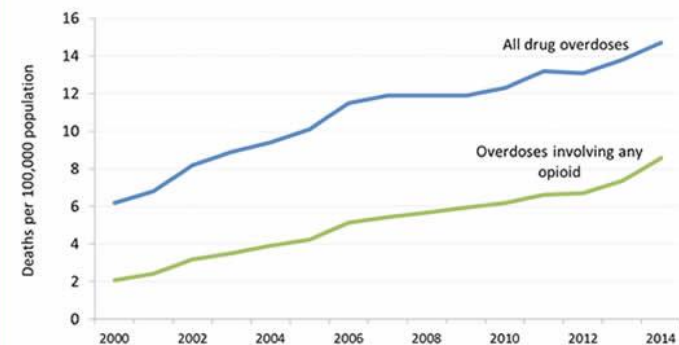


- How often did the drugs I Rx get used recreationally
- Did any of the drugs I Rx help lead to someone's opioid addiction

- In 2010 enough narcotics were Rx to medicate every American every 4h for one month
- We are part of the problem
- Every additional day increases risk

Opioid overdoses driving increase in drug overdoses overall

Age-adjusted rate of drug overdose deaths and drug overdose deaths involving opioids, United States, 2000-2014



SOURCE: Centers for Disease Control and Prevention. Increases in Drug and Opioid Overdose Deaths – United States, 2000 to 2014. MMWR 2015.
www.cdc.gov/drugoverdose



Limit opioids!

Risks versus benefits!

- NSAIDs

- Ibuprofen 400-600mg q6-8hrs (max. 3.2g/day)
- Naproxen 500mg q12hr or 500mg initially followed by 250mg q6-8hr (max. 1000-1500mg/day)

- Acetaminophen

- 325-650mg q4-6hr
- (max. 4g/day)

- NSAIDs

- GI, ulcers
- Blood thinners
- Renal disease

- Acetaminophen

- Liver disease
- Severe renal impairment

- Alternate the two to decrease overall dosages

Are NSAIDs safe to use in cardiac disease?

- Recent studies show that Naproxen (Aleve) seems to be less harmful than other NSAIDs
- Risk is low but statistically significant
 - Trelle, S. et al, BMJ. 2001;342
- Limit use
- Add acetaminophen to the mix
- Try to have patients take NSAIDs prior to the procedure that will cause inflammation

Optimizing patient safety:

- Rx fewer pills for narcotics
- Use NSAIDs first
- Use acetaminophen second
- Use mild narcotic as the backup
- Have them hold Rx at pharmacy
- Anxiety increases pain perception
- Distraction can be helpful
- Word selection matters



Be careful with antibiotics!

- Use only when necessary and for a limited time
- Antibiotics can harm
 - Anaphylaxis
 - PCN renal disease
 - C. diff
 - Change the gut microbiome
 - Weight gain
 - Consider probiotics

How can we optimize the patient experience?

- Let's consider all therapies both conventional and complementary and alternative (integrative medicine)
- Look at options that have lower risks with greater benefit



Why Hospitals Should Treat Adult Patients Like Children

Reducing stress for adult inpatients may improve health and reduce readmissions

BY LISA WARD

What follows are edited excerpts:

developmental concerns of children and their families during hospitalization.

A STAY IN THE hospital isn't always good for your health.

Bright lights, loud noises, sleep deprivation, frequent blood draws and other painful procedures are among the stressors that can take a toll on patients—and might even make them more vulnerable to other health threats once they are discharged, researchers theorize.

But a recent article published in Internal

Reducing readmissions
WSJ: Why is it important to study the ways in which hospital procedures can cause stress?

DR. DHARMARAJAN: Right now almost one in six older adults is readmitted to the hospital within a month of discharge. It's possible the hospital environment itself contributes to this problem. Bright lights, loud noises and sleep disruptions are tech-

WSJ: Can you explain more about child-life specialists?
DR. DHARMARAJAN: They help children prepare for medical procedures in an age-appropriate way, provide pain management, coping strategies and encourage self-expression. They are considered so essential that the American Academy of Pediatrics says child-life services should be included in a hospital's operating budget. There are about 200 in-

JOURNAL.

WORKOUT? | D3
JOURNAL.

Remembering Arnie
SPORTS | D6

Tuesday, September 27, 2016 | D1



Doctors Give Pre-Surgery Orders to Get in Shape

BY LAURA LANDRO

Are you healthy enough to have surgery?

More hospitals are asking that question before patients undergo elective procedures such as hip and knee replacements. They are identifying those at higher risk of infections and other complications due to diabetes, heart disease and anemia—or simply being sedentary and out of shape. And they are steering them to “pre-habilitation” programs that include medical treatments, diets and exercise regimens to improve their chances of a successful surgery.

Surgeons have been advising patients for years to get

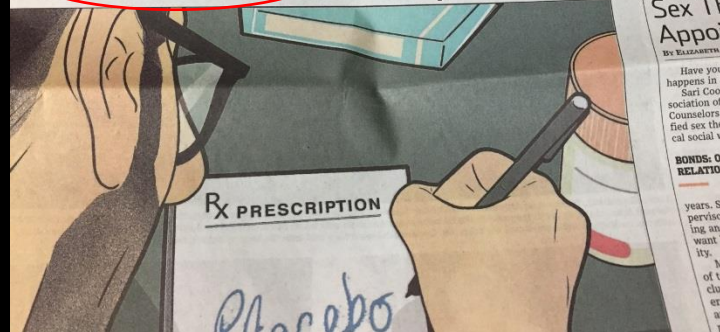
PERSONAL JOURNAL.

Hooked on the Sun

Can you be addicted to tanning? BURNING QUESTION | D4

Russia's I Reckoning
SPORTS | D6

Do Placebos Actually Work?



Can Breathing Oils or Herbs Calm and Aid Well-Being?

BY LAURA JOHANNES

The Claim: Breathing a mist of essential oils through a device that resembles an e-cigarette, or organic herb extracts through a refillable vaporizer, can promote calm and well-being, companies say.

The Verdict: There is at least preliminary scientific evidence for positive effects of many of the essential oils and herbs in the new blends. The aroma of lavender essential oils, for example, has been found to calm people before a medical procedure. However, the bulk of the research has been on ingesting the herbs and oils, not breathing them.

“If something works in a pill form, does it work in an inhaled vapor type form? The answer is, it's not known,” says Stephen W. Bent, a professor of medicine at the University of California, San Francisco.

MONQ Therapeutic Air, \$20 from MONQ LLC of Nashville, Tenn., is a sleek-looking disposable vaporizer that comes in seven organic essential-oil blends. For example, Sleepy MONQ contains lavender, lemon grass and valerian. A lithium battery inside heats the blend, which also has vegetable glycerin that makes a cloudlike mist; a crystal lights up on the end when you take a puff.

MONQ recommends not inhaling



MONQ's "Therapeutic Air" comes in seven organic essential-oil blends. Each is a colorful, little penlike device. left: Elber Vape's Euphocratic line includes four liquids which can be used in any vaporizer with a refillable tank.

the mist, but rather breathing it in your mouth and exhaling through your nose, so the aromas pass over your olfactory bulb, which transmits smell information from the nose to the brain, says company Chief Executive Eric Fishman, an orthopedic surgeon. He says it provides similar benefits to strolling in a forest and inhaling the calming natural aromas.

Elxir Vape LLC, of Long Beach, Calif., offers four liquids in its Euphocratic line, \$20 to \$22 for a 30-milliliter bottle, with blends of flavors, such as crème caramel, and herbal extracts including well-known substances widely used as oral dietary supplements. For example, Awake promises a “natural energy, clear mind” and contains green tea, yerba mate and ginseng.

The liquids can be used in any vaporizer with a refillable tank, says company co-founder Brendan Kavanagh. Vaporizers are handheld, battery-powered devices, generally either cylindrical or rectangular in shape.

There have been no reports of severe lung diseases caused by using vaporizers, but there is still “a great deal of uncertainty” about the long-term risk, particularly of inhaling flavorings into the lungs, says Dr. Jonathan M. Samet, a professor in the department of preventive medicine at the University of

Southern California. Components of both Elxir and MONQ products also could potentially be absorbed through the skin of the nose and mouth, says Candice Tsourounis, a professor of clinical pharmacy at USC's School of Pharmacy. But how much is absorbed depends on the size and other properties of the molecules, she says. That makes it impossible to assume that breathing the substances will yield the same benefits seen in studies on ingesting products, Dr. Tsourounis says.

Although good quality organic botanicals may be safe to eat or take orally, it isn't clear if they are safe when exposed to heat in a va-

pORIZER and inhaled directly, particularly for long-term use, Dr. Tsourounis says.

Another concern is that published studies, such as a report earlier this year in Tobacco Control, show teens who vape are statistically more likely to start smoking cigarettes. Dr. Richard Miesch, a professor at the University of Michigan's Institute for Social Research in Ann Arbor, is studying whether vaping flavored liquids that don't contain nicotine, which is popular among teens, is a trap to smoking.

MONQ and Elxir Vape say they try to discourage people from buying their products.

CANCER



emerge in sperm cells or eggs; some may not be present in the parents' DNA.

In February 2015, Bella Kate

PLANTS

Continued from the prior

What are alternative therapies?

- Anything that's typically excluded by conventional medicine
- Some of these therapies are scientifically validated and some are not

Usage for complementary health approaches: 2012 HHS/CDC report

- 17.7% non-mineral, non-vitamin supplement
- 10.9% deep breathing
- 10.1% yoga/tai chi
- 8.4% manipulation
- 8.0% meditation
- 33.2% of US adults used some form of complementary health approaches
- 42.6% usage with college degree or higher

PATIENT:
Doctor, I don't feel well and I'm not sure why.



FB/DavidAvocadoWolfe

DOCTOR: I want you to meditate for 20 minutes, twice a day, exercise for at least 30 minutes a day, avoid processed foods, eat plenty of organic fruit and veg, spend more time in nature and less indoors, stop worrying about things you can't control and ditch your T.V. Come back in 3 weeks.

How can we find the evidence?

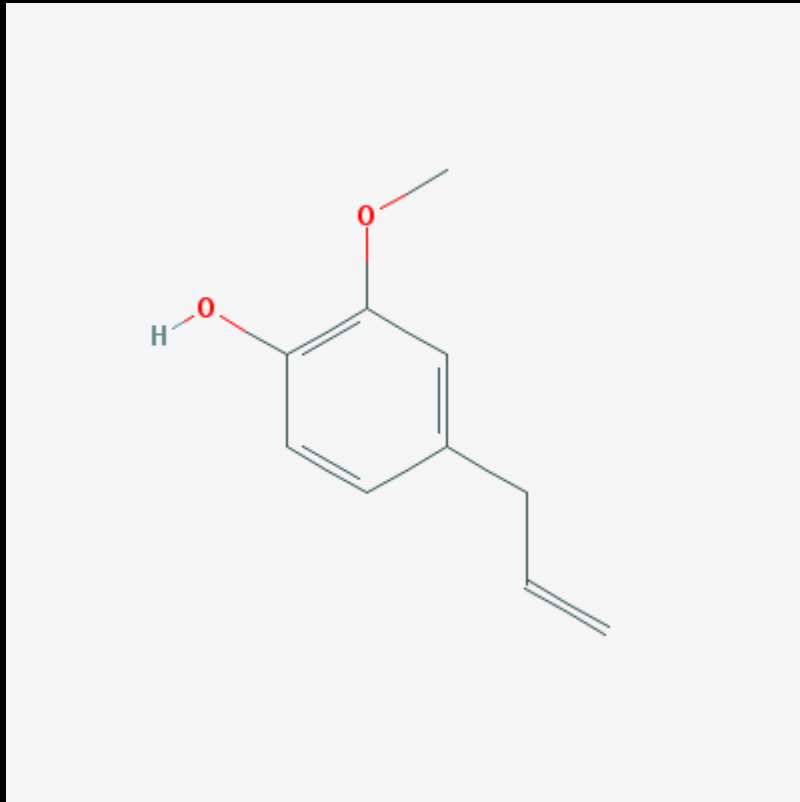
The screenshot shows the PubMed.gov website. At the top, there is a navigation bar with "NCBI", "Resources", and "How To" menus, and a "Sign in to NCBI" link. Below this is the "PubMed.gov" logo and a search bar with a "Search" button. The main content area features a "PubMed" section with a description: "PubMed comprises more than 26 million citations for biomedical literature from MEDLINE, life science journals, and online books. Citations may include links to full-text content from PubMed Central and publisher web sites." To the right is a "PubMed COMMONS" section with social media icons and a "Featured comment" dated Aug 25. Below these are three columns of links: "Using PubMed" (Quick Start Guide, Full Text Articles, FAQs, Tutorials, New and Noteworthy), "PubMed Tools" (Mobile, Single Citation Matcher, Batch Citation Matcher, Clinical Queries, Topic-Specific Queries), and "More Resources" (MeSH Database, Journals in NCBI Databases, Clinical Trials, E-Utilities (API), LinkOut).

Medscape

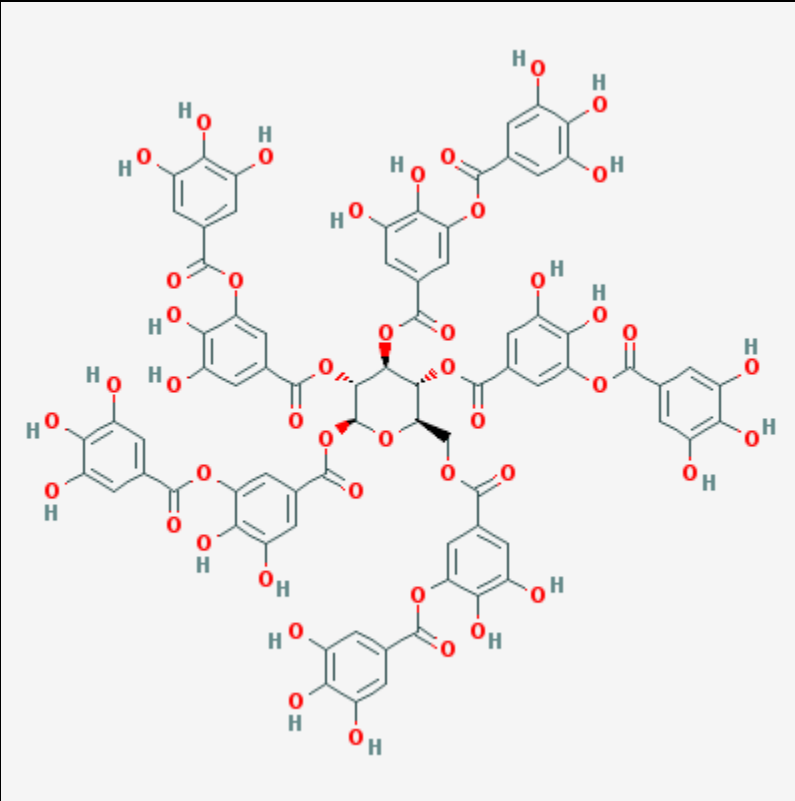
Which one do you need?



How many of you are practicing integrative medicine right now?

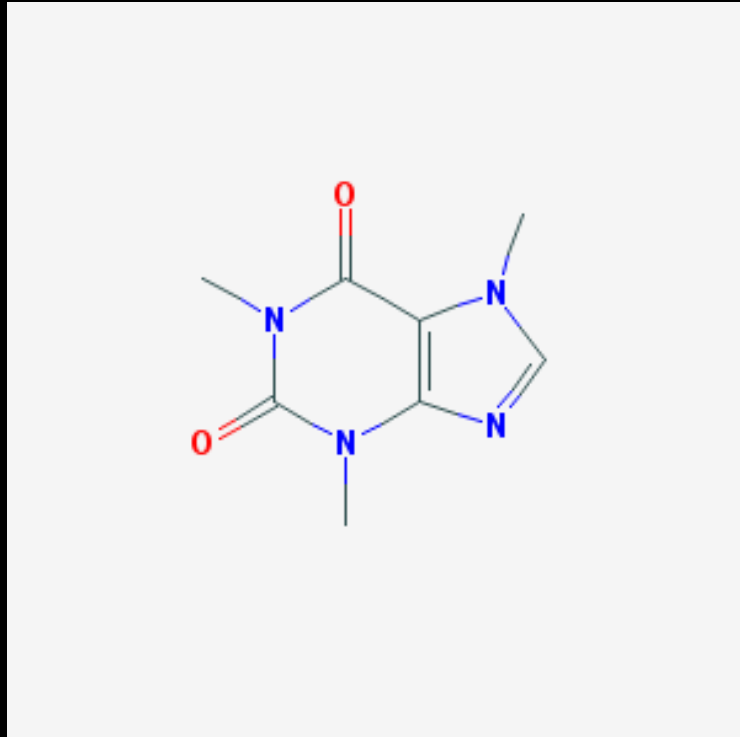


- Eugenol: cinnamate derivative found in clove and cinnamon leaves
- Isolated from the oils with various applications in dentistry



- Tannins: tannic acid is an astringent that is present in many plant leaves and bark
- Used since ancient times as for clotting
- Has anti-microbial, anti-oxidative and anti-inflammatory activity

- Soltani R, et.al. Evaluation of the Effect of Green Tea Extract on the Prevention of Gingival Bleeding after Posterior Mandibular Teeth Extraction: A Randomized Controlled Trial. Evidence-based Complementary and Alternative Medicine : eCAM. 2014



- Caffeine is used in beverages and medicines
- Alkaloid found in seeds, nuts or leaves
- Similar to adenosine and acts as an adenosine receptor antagonist and stimulates the CNS

Plants as medicine

- Penicillin from fungal molds
- Pseudoephedrine from shrub ephedra
- Opiates from poppies
- Chemotherapy drug vinblastine from Madagascar periwinkle
- Drug companies are looking back at plant sources for medicine
- Herbal teas can be very helpful





SHARE



PHOTO: JEFFREY M. HARRIS



👍 LIKE

New hope in superbug fight: Tasmanian devil milk

By Jen Christensen, CNN
October 17, 2016 3:55 pm

Story Highlights

Peptides in Tasmanian devil milk killed

Stress, how does this effect the dental patient?

- Avoiding dentists
- No shows
- Longer appointments
- Need for referral
- Stress for doctor and staff
- Increased demand on the cardiovascular system



How can we tell if the patient is stressed?

- Eyes
- Forehead
- Hands
- Shoulders/posture
- Heart rate
- Blood pressure



Psychology versus physiology

- Very often the two are interconnected
- A problem with one causes a problem with the other (e.g. panic attack)
- Is it safer to try and maintain baseline physiology/vitals during a dental appointment?

Symptoms of anxiety: The mind body effect working against us!

- Racing heart or skipped beats
- Hyperventilation
- Breathing difficulty
- Choking sensation
- Tingling or numbness
- Shaking
- Chest pain, pressure or discomfort
- Perspiration
- Diarrhea
- Nausea or vomiting

Conventional medicine approach

- Let's sedate everyone
- This can play a role in death or mishaps in dental office
- Medication can be part of the answer...but maybe let's try to reduce dosages or find other options altogether

Differentiate yourself!

- Physicians are not discussing stress with their patients
- We see the consequences of stress and are in a great position to discuss it
- What would it be like if you could help your patients (and yourself) better manage stress?
- Increase empathy

Music

- A systematic review found that music can moderately reduce pain and anxiety
- Effects before, during and after surgery
- No side effects
- Benefits for the staff

Hole J., et.al.Lancet.2015.



Marconi Union, Weightless



Brief Relaxation Versus Music Distraction in the Treatment of Dental Anxiety

- Both BR and MD reduced dental anxiety significantly
 - BR was significantly superior to MD
 - BR also was particularly effective in highly anxious subjects, whereas MD did not have a clinically relevant effect on these subjects
 - psychological support techniques can achieve very good results
- Lahmann, Claas et al. The Journal of the American Dental Association . 2008. Volume 139 , Issue 3 , 317 - 324

Essential oils

- To investigate whether ambient orange fragrance can reduce patient anxiety before and during surgical removal of an impacted mandibular third molar.

ANESTHESIA/FACIAL PAIN

Can Ambient Orange Fragrance Reduce Patient Anxiety During Surgical Removal of Impacted Mandibular Third Molars?

Dariusb Hasheminia, Mahmood Reza Kalantar Motamedi,†
Fatemeh Karimi Abmadabadi,‡ Hadi Hashemzahi,§ and Abbas Haghighat||*

Purpose: To investigate whether ambient orange fragrance, compared with no fragrance, can reduce patient anxiety before and during surgical removal of an impacted mandibular third molar.

Materials and Methods: In the present randomized clinical trial, the patients who required extraction of an impacted mandibular third molar and fulfilled the predetermined criteria were included. A dental anxiety scale (DAS) questionnaire was used to determine the anxiety level of the patients before surgery. Only patients with moderate and high anxiety levels (DAS scale ≥ 9 to ≤ 14) were included. The predictor variable was fragrance exposure. The fragrance group was exposed to orange fragrance, and the control group was exposed to no fragrance. The outcome variables were physiologic measures related to anxiety, including the mean blood pressure, respiratory rate, and pulse rate. The physiologic vital changes were determined before and during the surgical procedure. The data were analyzed using the independent *t* test, χ^2 test, and Mann-Whitney *U* test (Statistical Package for Social Sciences, version 16; $\alpha = 0.05$).

Results: A total of 56 patients fulfilled the inclusion criteria (fragrance group, 19 males and 9 females; no-fragrance group, 12 males and 16 females). Before entering the waiting room, the patients' vital signs were recorded twice. No significant differences were found between the 2 groups. The mean blood pressure, pulse rate, and respiratory rate were significantly lower in the fragrance group during surgery (from sitting in the dental chair to the end of surgery; $P < .05$).

Conclusions: The results of our study have shown that orange fragrance is effective in reducing the anxiety related to surgical removal of an impacted mandibular third molar.

*Crown Copyright © 2014 Published by Elsevier Inc on behalf of the American Association of Oral and Maxillofacial Surgeons. All rights reserved
J Oral Maxillofac Surg 72:1671-1676, 2014*

- The mean blood pressure, pulse rate, and respiratory rate were significantly lower in the fragrance group during surgery (from sitting in the dental chair to the end of surgery; $P < .05$).

Hasheminia, Dariush et al. Journal of Oral and Maxillofacial Surgery, 2014. Volume 72 , Issue 9 , 1671 – 1676.

The Effect of Inhalation of Aromatherapy Blend containing Lavender Essential Oil on Cesarean Postoperative Pain.

- Reduction in pain
- Reduction in NSAID's used
- Higher levels of satisfaction with analgesia
- Decreased heart rate

Olapour A, et al. Anesth Pain. 2013;3(1):203-7

Effect of aromatherapy with orange essential oil on salivary cortisol and pulse rate in children during dental treatment: A randomized controlled clinical trial

- Child anxiety level was measured using salivary cortisol and pulse rate before and after treatment in each visit
- Salivary cortisol and pulse rate significantly lower
- **Conclusion:**
- Essential oil of orange could reduce salivary cortisol and pulse rate
- Jafarzadeh M, et al. *Advanced Biomedical Research*. 2013;2:10.



How can this work?

- Volatile molecules of the oil reach the nasal mucosa and lungs and rapidly diffuse into the blood, causing brain activation
- Neocortex activation occurs, which has an effect on perception of odors and reaches the limbic system

Safer alternatives



- Silexan lavender essential oil 80mg
- Relaxing but does not make them sleepy
- Do not take with other sedatives
- Burping or mild lavender aroma
- Placebo effect?
- Is this a better option for a 70 year old?

Comparison of Lavender to benzodiazepines

- Results demonstrate that silexan is as effective as lorazepam in adults with GAD.
- Sledge hammer versus smaller hammer

Woelk, H. et al. *Phytomedicine*, Volume 17, Issue 2, February 2010, Pages 94-99

Safety profile of valium

- **Contraindications**

- Myasthenia gravis (allowable in limited circumstances)
- Acute narrow angle glaucoma and open angle glaucoma unless patients receiving appropriate therapy
- Severe respiratory depression
- IV use in shock, coma, depressed respiration, patients who recently received other respiratory depressants
- Sleep apnea
- Children <6 months

- **Cautions**

- Use caution in COPD, sleep apnea, renal/hepatic disease, open-angle glaucoma, depression, suicide ideation, impaired gag reflex, history of drug abuse, or obese patients (prolonged action when discontinued)
- May impair ability to perform hazardous tasks
- Use with caution in patients with a history of drug abuse or acute alcoholism; tolerance, psychological, and physical dependence may occur with prolonged use (>10 days)
- Paradoxical reactions may occur including hallucinations, aggressive behavior, and psychoses
- Abrupt withdrawal may result in temporary increase of seizures
- Reduce opiate dose one-third when diazepam is added

Safety of lorazepam (Ativan)

- Sedation
- Dizziness
- Unsteadiness
- Weakness
- Fatigue
- Drowsiness
- Amnesia
- Confusion
- Disorientation
- Depression
- Suicidal ideation/attempt
- Vertigo
- Ataxia
- Sleep apnea
- Asthenia
- Extrapyrarnidal symptoms
- Respiratory depression
- Tremor
- Convulsions/seizures
- Visual disturbances
- Dysarthria
- Hypotension
- Blood dyscrasias
- Change in libido
- Impotence
- Jaundice
- Increased bilirubin
- Increased liver transaminases
- Increase in ALP
- Hypersensitivity reactions
- Nausea
- Constipation
- Change in appetite
- Paradoxical reactions (anxiety, excitation, agitation, hostility, aggression, rage)

Safety...Patient and provider optimization at its finest!

- Time outs before procedure “Tell me in your own words what we are doing for you today”
- Send clear referral Rx’s (note if a tooth moved into another tooth’s position)
- Written emergency plan and practice
- Safety officer
- Written document for safety breaches
- Do chart audits!!!!
- Look at board rules Chapter 108!!!! (report of death/hospitalization, records.....)

Consider essential oils

- Get on Pubmed and look at research into various oils that might work for you and your office:
- Orange
- Lavender
- Peppermint



Word selections

- Patients are terrified of pain
- Don't use the pain word
- Implant suggestion of some discomfort after the procedure that will be controlled with anti-inflammatories
- Post procedure suggestion
- Post hypnotic suggestion

If you are smoking you are not optimized!

- Increases risks for surgical and anesthesia complications substantially
- Often relates to stress
- “How would your life be different if you stopped smoking?”
- What is our role for smoking cessation?

Deep breathing

- Significant impact on anxiety and pain perception
- Focused attention
- Stimulation of the parasympathetic chain
- Reduction of sympathetic discharge
- Many different forms such as 4-7-8 or just double the exhale time
- Practice is important
- Use negative cues as a reminder

Hypnosis

- *“A state of consciousness involving focused attention and reduced peripheral awareness characterized by an enhanced capacity for response to suggestion.”*



Hypnosis

- State of focused attention with increased suggestibility
- Children are the easiest to place into a trance
- Very useful for a variety of medical conditions as well as procedures

How do I use hypnosis?

- Practice hypnotically (tone, volume, pacing, word selection) to decrease sympathetic discharge
- I.V. placement
- Post-hypnotic suggestion

Why did hypnosis become less popular?

- Anesthesia became better
- Drugs became better
- Stage hypnosis created fear
- Hypnosis is really just effective relaxing communication
- Will safety issues make it more popular?

Clinical Report: Mind-Body Therapies in Children and Youth

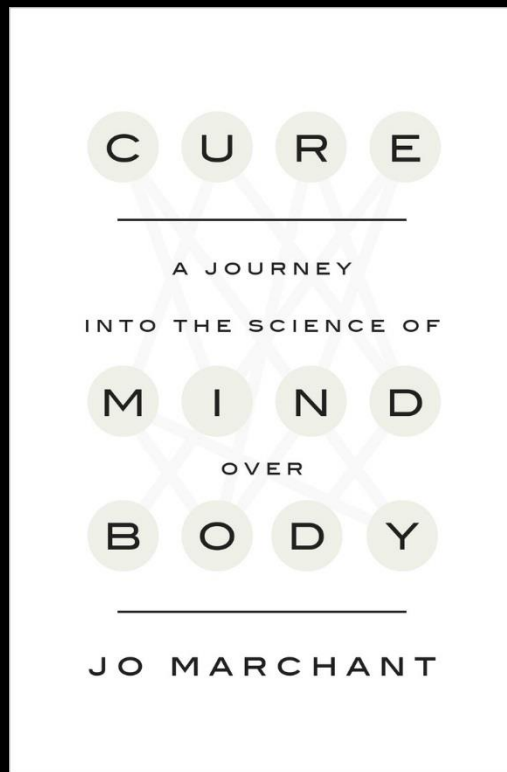


- “Research suggests benefits of clinical hypnosis for children and adolescents, particularly for functional abdominal pain, IBS and pain management”

Mind - body connection



A lot of science exists for M-B medicine



- Conventional medicine tends to ignore or downplay the effect of the mind on the body
- Great “Fresh Air Podcast” with the author

Placebo effect

- Studies show up to 50% physicians Rx placebo
- Dozens of studies have shown that the power of placebos goes beyond patients' imagination
- Seem to work best for how patients "feel"



Placebo...it's a favorable response to an intervention

- Most effective for subjective experiences such as pain
- Behind the subjective experience of feeling better (and worse) are objective changes in brain chemistry that we've only started to understand

Molecular mechanisms of placebo responses in humans

- Placebo is blocked when naloxone is given to block opioid receptors
- Changes in cerebral blood flow occur (PET neuroimaging)
- Much of this deals with reward and reinforcement mechanisms

Pecina, M. et al. Mol Psychiatry. 2015.20(4)

How to increase the effect

- Confirm confidence in the treatment
 - “This might work versus this will work!”
- “We have found this to be very helpful for our patients”
- Look for safe options such as salt water rinse
- Magnify the effect of your treatment

What increases the placebo effect?

- How it is presented and by whom
- Cost
- Color
- More invasive has greater effect
(surgery>injection>pills)

Be careful of the nocebo effect!

- Nocebo is latin for “I will harm”
- You may do this unintentionally
- Curses and voodoo death (highly dependent on social and cultural background)
- Most of the side effects to many medications are due to this
- Headache, fatigue, concentration problems
- Be careful of mentioning side effects because you can implant them

So how can we help our patients?

- Conventional and integrative ways to improve their experience:
 - Decrease opioids and antibiotics
 - Have a safety plan at your office and practice
 - Change how you talk about smoking
 - Music
 - Essential oils
 - Breathing
 - Maximize the placebo effect
 - Talk to your patients about stress

Where are you right now?



- The first step towards getting somewhere is to decide that you are not going to stay where you are.

J.P. Morgan

How do we take care of our mind and body

- Eat
- Toxins
- Sleep
- Stress
- Exercise
- Stretching

Stress



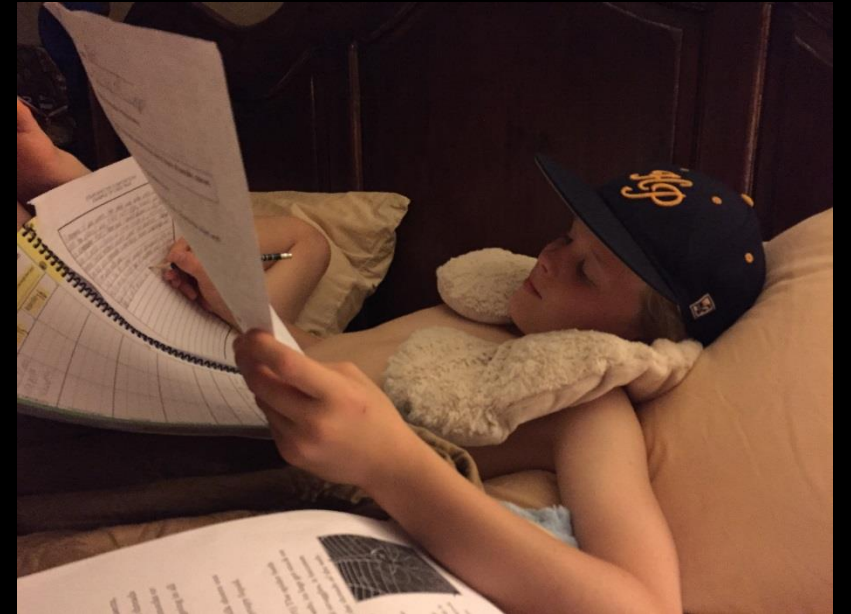
“One of the best things I can do for myself when I feel stressed is....”

How do you MANAGE stress?

- Deep breathing
- Meditation
- Spirituality/prayer
- Music
- Walking
- Vigorous exercise
- Cook/gardening
- Friends
- Limit screen time/talk radio
- Apps and the internet can be helpful
 - Headspace (10 for 10)
 - Breathe
- Be aware of your stress
- Use it as a cue

Find ways to decrease stress

- Be proactive
- Have tools in your toolbox
- Get staff involved
- Know the things that contribute to your well-being, and those things that lead to your destruction



- Be mindful and intentional about it
- Engage with others to help
- Don't isolate yourself



- We are blessed to be a blessing to others
- You are not enough for you
- Depression often happens when we go inwards
- Suffering can be an excessive focus on yourself
- Move beyond yourself
- What are you grateful for?



Soar high to optimize your life!



Daily Optimizer:

Gratitude: What 3 new things are you grateful for?

Breathe: Be intentional and slow your exhale for up to 2 minutes

Stretch: In your chair, against the wall or on the floor

Be mindful of how you EAT/SLEEP/MOVE/THINK

Weekly Optimizer:

Conscious acts of kindness: call, email or send a note

What contributes to your well-being and what are things that lead to your destruction?

Happiness: The joy you feel moving towards your full potential

Robert G. McNeill, D.D.S., M.D. - www.texasddsmd.com



In closing, consider.....

- Most things in life are multifactorial
- Do you need a sledgehammer? Look at all options!
- Get in touch with what is going on physiologically and psychologically with your patient and yourself
- Try integrative medicine techniques in your practice
- Optimize yourself by improving your mind and body
- Know the things that contribute to your well-being, and those things that lead to your destruction

Thursday April 13th, 2017

Join us for a deeper dive:

- Integrative techniques to optimize your life
- Demonstrations of breathing, guided relaxation and hypnotic techniques
- Demonstrations of word selections

- To RSVP send an email to:
Heather@texasddsmd.com

