

# **Marketing to Doctors Health Care Professionals and Clients**

## ***Tips and Tricks and Techniques for Growing Your Hypnosis Practice***

*Presented by Michael Ellner and Alan Barsky*

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*Part One:*

### **DEVELOPING ALLIANCES AND REFERRALS**

*Getting in the door*

*Part Two*

### **QUANTUM FOCUSING**

*Introducing simple techniques for profound results*

***Part One:***

***Medical Hypnosis Is a Persuasive Healing Art***

*Hypnosis can be effective for reducing or eliminating chronic pain, and, relieving pre-surgical fears, reducing post-surgical pain and in promoting healing. Hypnosis can work on people with gastrointestinal disorders such as ulcers, irritable bowel syndrome, colitis and Crohn's disease. Certain skin disorders like viral warts, cold sores and blisters also respond to hypnotic treatment. It can help reduce or eliminate the nausea and vomiting associated with chemotherapy or pregnancy. Asthma and allergies also are responsive to suggestive therapies. Certified hypnosis professionals have also helped people deal with ordinary fears and anxieties, the stressful ups and downs of life without analysis or therapy.*

***References for the above statements :***

***Lewis DO. Hypnoanalgesia for chronic pain: the response to multiple inductions at one session and to separate single inductions J R Soc Med 1992 Oct;85(10):620-4***

***An assessment of the value of hypnosis in pregnancy and labour. Br Med Journal Oct 13, 1962, 951-953.***

***Analgesia during labor and childbirth (Harmon TM, Hynan MT, Tyre TE. Improved obstetric outcome using hypnotic analgesia and skill mastery combined with childbirth education. J Consult Clin Psychol 1990; 58(5): 525-53).***

***Pain during dental and surgical procedures (Patel B, Potter C, Mellor AC.***

***The Use of Hypnosis in Dentistry: A Review. Dent Update 2000; 27: 198-200).***

***Headaches (Melis PM, Rooimans W, Spierings EL, Hoogduin CA Treatment of chronic tension-type headache with hypnotherapy: a single-blind time controlled study. Headache 1991 Nov;31(10):686-9).***

***Gastrointestinal disorders, including ulcers, irritable bowel syndrome, colitis and Crohn's disease (Whitehead WE. Behavioral medicine approaches to gastrointestinal disorders. J Consult Clin Psychol 1992 Aug;60(4):605-12, Schafer DW***

***Hypnosis and the treatment of ulcerative colitis and Crohn's Disease Oct;40(2):111-7. Am J Clin Hypn 1997).***

***Skin disorders, including burns, eczema and psoriasis (Shenefelt PD. Hypnosis in dermatology. Arch Dermatol 2000;136:393-399).***

***Nausea and vomiting associated with chemotherapy. (Mayo Clinic- Online)***

***Asthma and allergies, (Anon. Hypnosis for asthma: a controlled trial. BMJ 1968;4:71-76).***

***Fear, stress, anxiety and depression, (Kirsch I, Motgomery G, Sapirstein G.***

***Consider contacting:***

***Medical doctors and DO's, who use key words like "Integrative Medicine." "Nutritional Medicine," or "Complementary Medicine" to describe their medical practitioners.***

***Medical centers that offer chiropractic, Traditional Chinese Medicine, or massage therapy will often consider adding a medical hypnotist to their practice.***

# **WORKING HYPNOSIS INTO A MEDICAL PRACTICE**

*Compliments of Peter Blum, C.I.*

*As we move into uncharted territories of "Integrative medicine" of the 21st Century, more and more doctors, dentists, and other licensed health practitioners are including hypnosis as an efficient, viable intervention or adjunct to other treatments.*

## **GETTING IN**

*I - SOCIALIZE - Talk about what you do at parties, business gatherings, sporting events, political meetings, etc.*

*II - TALK TO YOUR DOCTOR and his/her staff about hypnosis and your practice. If you are in for a visit yourself, getting a check-up or anything else, bring up your profession in casual conversation.*

*III - OFFER FREE SESSIONS to Doctor and/or members of office staff.*

*IV - OFFER FREE TALKS at local hospitals and clinics.*

*V - PREPARE IMPRESSIVE HAND-OUT PACKAGE. Collect articles in national magazines, medical journals, print-outs of on-line articles on scientific/medical uses of hypnosis. Make reprints and put into package that can be given to prospective referring health professionals.*

*VI - VISIT local offices with your brochures. Ask if you can leave a stack.*

## **GETTING REFERRALS**

*I - ALWAYS BOW LOWER. The MD is almost always the top dog in the office. It is of utmost importance to be respectful and deferential to any suggestions or opinions the doctor may offer.*

*II - BECOME KNOWLEDGEABLE about as many physical health conditions as possible. You don't need to be an expert, but at least have a working knowledge of common conditions and illnesses.*

*III - BE FLEXIBLE in how you describe your work. If necessary, reframe hypnosis in other terms (i.e. guided imagery, stress management, relaxation techniques, etc.)*

*IV - KNOW YOUR LIMITATIONS - While it is great to be optimistic and claim that hypnosis and help any condition, most doctors will respond better if you let them know which areas hypnosis is best suited for.*

*General Questions:*

*Does doctor want communication/feedback?*

*What's in it for the doctor monetarily?*

**A Brief Comparison of Conventional and Holistic Medicine.**

***Conventional:***

***Treats the disease/symptom***

***One Bug - One Drug / One Ill- One Pill***

***Uses A War Model: Kill the germ - Destroy the cancer***

***Holistic:***

***Treats the whole person***

***Uses A Restoring Balance Model.***

***Recognizes the social, economic and political aspects of health and illness.***

***The best way to help a client help themselves, is to understand your client's beliefs and expectations about health and healing and then help steer them into beliefs that promote healing, health and wellness.***

## ***Part Two***

### ***INTRODUCTION to QUANTUM FOCUSING(r)***

***QUANTUM FOCUSING is a Mental Martial Art.***

***QUANTUM FOCUSING is based on the interactions between our minds and brains. QUANTUM FOCUSING is a living Martial Art-a form of enhanced consciousness, thus the deep trance of hypnosis is not necessary.***

***QUANTUM FOCUSING draws on the latest discoveries and ideas from Behavioral Medicine, Hypnosis, Mind/Body Spirituality, Philosophy, Physiology, Eastern and Western Medicine, Cognitive Science and Quantum Physics.***

***QUANTUM FOCUSING takes a lighthearted approach to self- mastery. We have embedded our programs in a tried and true initiatory process for self-development and spiritual growth.***

***QUANTUM FOCUSING is a modern spiritual practice for living in the 21st century. In theory and practice, QUANTUM FOCUSING helps people learn how to utilize their own resources and experiences to feel better and function at higher levels and this understanding is the driving principal behind the art, science, philosophy and practice of QUANTUM FOCUSING.***

***Professionals talk about the***  
**"QUANTUM FOCUSING" METHOD**

***"A helpful guidebook for those ready to start on the journey of self-empowerment."  
BERNIE SIEGEL, M.D. AUTHOR: LOVE, MEDICINE & MIRACLES***

***"A remarkable self-help book designed to enhance one's relationship with oneself, others and the universe . . . helpful to individuals who suffer from physical and/or emotional problems as well as those who simply want to get more out of life."  
MICHAEL B. SCHACHTER, M.D., PRESIDENT,  
FOUNDATION FOR THE ADVANCEMENT OF INNOVATIVE MEDICINE***

***"A good read that's got great stories and understanding of most of the challenges we all face today. The QF exercises are easy, short, pointed, penetrating and powerfully effective. Quantum Focusing is comprehensive, timely synthesis of many of the self-help tools out there."  
DR. NEIL J. SALKA, DIRECTOR OF CHIROPRACTIC CARE,  
CENTER FOR TRADITIONAL AND NON-TRADITIONAL HEALING***

***"Quantum Focusing, owner's manual for the mind, is exceptional. Ellner and Barsky have captured the essence of the world's sages . . . It is a primer for anyone who is entering the 21st century and wants to live it to the fullest."  
ANNE H. SPENCER, PH.D., DIR., INTERNATIONAL MEDICAL & DENTAL HYPNOTHERAPY  
ASSOCIATION***

***"I recommend The QUANTUM FOCUSING IBS Program with confidence."  
STEPHEN ROBERTS, M.D.***

***"One of the more insightful books on the subject and clearly a valuable tool. I highly recommend it."  
GARY NULL, PH.D. HEALTH EDUCATOR & INVESTIGATIVE JOURNALIST***

***"An excellent resource for anyone with chronic illness or just interested in health. It teaches practical skills. I highly recommend it."  
FRANK LIPMAN, M.D. INTERNAL MEDICINE, STRESS MEDICINE***



***"Quantum Focus is a powerful program for self-development, spiritual growth and self-healing."***

***ANDREW CORT, D.C., J.D. AUTHOR: OUR HEALING BIRTHRIGHT***

***"A challenging book for those seeking to understand faith, hypnosis and placebo to change their brains and minds."***

***RABBI ERIC R. BRAVERMAN, M.D.***

***MEDICAL DIRECTOR, PRINCETON ASSOCIATES FOR TOTAL HEALTH***

***"QUANTUM FOCUSING is the ultimate self-health book. Read this book and regain your faith in your body's innate ability to heal itself!"***

***JEFFREY A. MORRISON, M.D., C.N.S.***

***"A healing journey from fear and pain to confidence and peace."***

***Barnett J. Weiss, CSW, Former Seminar Director of The New York Society for Milton H. Erickson M.D., Psychotherapy and Hypnosis (NYSEPH)***

***"The QUANTUM FOCUSING Program for IBS takes mind-body medicine to a whole new clinical realm. A must read for any health professional who seeks results."***

***Luanne Pennesi, R.N., M.S.***

***"QUANTUM FOCUSING Program for IBS is an extraordinary and helpful tool."***

***Luis R. Cruz, M.D.***

***"QUANTUM FOCUSING is a useful, self-healing methodology"***

***Nathaniel S. Lehrman, MD, Retired Clinical Director of Kingsboro Psychiatric Center in Brooklyn, NY***

## **THE CRACKED WATER POT**

*A water bearer in India had two large pots, each hung on each end of a pole that he carried across his neck. One of the pots had a crack in it, and while the other pot was perfect and always delivered a full portion of water at the end of the long walk from the stream to the master's house, the cracked pot arrived only half full. For a full two years this went on daily, with the bearer delivering only one and a half pots full of water in his master's house. Of course, the perfect pot was proud of its accomplishments, perfect to the end for which it was made.*

*However, the poor cracked pot was ashamed of its own imperfection, and miserable that it was able to accomplish only half of what it had been made to do. After two years of what it perceived to be a bitter failure, it spoke to the water bearer one day by the stream. "I am ashamed of myself, and I want to apologize to you."*

*"Why?" asked the bearer. "What are you ashamed of?"*

*"I have been able, for these past two years, to deliver only half my load because this crack in my side causes water to leak out all the way back to your master's house. Because of my flaws, you have to do all of this work, and you don't get full value from your efforts," the pot said.*

*The water bearer felt sorry for the old cracked pot, and in his compassion he said, "As we return to the master's house, I want you to notice the beautiful flowers along the path."*

*Indeed, as they went up the hill, the old cracked pot took notice of the sun warming the beautiful wild flowers on the side of the path, and this cheered it some. But at the end of the trail, it still felt bad because it had leaked out half its load, and so again it apologized to the bearer for its failure. The bearer said to the pot, "Did you notice that there were flowers only on your side of your path, but not on the other pot's side? That's because I have always known about your flaw, and I took advantage of it. I planted flower seeds on your side of the path, and every day while we walk back from the stream, you've watered them. For two years, I have been able to pick these beautiful flowers to decorate my own family's table. Without you being just the way you are, we would not have this beauty to grace our home."*

**Trust your client's innate ability to learn, adapt, change and grow**

## *The Ellner/Barsky Emotional Detox*

(c) 1995-2005

*Tune into the client in front of you - Keep it playful, Listen and Trust the Process. No Analyzing  
- No Fixing - No Worries.*

*Now play with this:*

*Start talking about how she (or he) can feel free to drift off as soon as she/he discovers that she/he feels safe enough and secure enough to go off on a healing spiritual journey so that she/he can retrieve the happy heart, peaceful mind and playful spirit necessary for leading the exciting, pleasurable and satisfying life she/he seeks. And how much joy there is in watching some one slip into and explore their healing spaces.*

*When you sense that your client is off on their healing journey...Start to softly repeat very personal messages of healing and encouragement -*

*"You deserve to be healthy... "client's name".....You deserve to live... "client's name". You deserve to be Happy and successful... "client's name". Your life is meant to be pleasurable, satisfying, rewarding, exciting and fun... "client's name".*

*Keep this up, varying the cadence and speed, for about, but not limited to 4 or so minutes...*

*Now or as soon as you are ready -- "You are feeling lighter and brighter physically, mentally, emotionally and spiritually -- You're beginning to feel ready, willing and able to invent a pleasurable, satisfying, rewarding, exciting and fun life for yourself...*

***NOW LETS OFF-LOAD ANY TOXIC FEELINGS AND EMOTIONS THAT YOU MAY BE HOLDING ON TO...FOR ANY REASON.***

*I am going to guide you through an emotional detox which will help all of you neutralize all of the toxic emotions and feelings that are interfering with your sense of well being. Let's start by releasing all of the unnecessary tensions in your body. Close your eyes and inhale and exhale deeply and starting with the left side of your body - mentally scan the toes on your left foot... now scan your foot, your ankle, calf and shin - that's it, now scan your knee, thigh, hip, the left side of your solar plexes and your left lung, scan the left side of your neck and face. Now scan the right side of your body, scan the toes on your right foot... now scan your foot, your ankle, calf and shin - that's it, now scan your knee, thigh, hip, the right side of your solar plexes and your right lung, scan the right side of your neck and face.....soon there will be no unnecessary tensions left in your body and that will feel so right.*

*Good we are almost ready to start.*

*Please open your eyes.*

*Throughout this guided meditation, I want you to feel free to shift your position, any time you feel that you want to. Are you ready to de-tox? Now close your eyes...*

*For the purpose of neutralizing the toxic emotions that are **DISTURBING** your peace of mind - I am going to ask you to allow yourself to get in touch with all of those feelings that pop up when you think about life with \_\_\_\_\_ (Pain, Loss, Fear, or the actual condition, ie cancer), I want to assure you that you will be able to take the sting out of the discomfort your are feeling by the time you leave here today (or tonight).*

*Let me assure you that if you allow yourself to get in touch with the rage... your feelings of helplessness or hopelessness, the sadness and hurt -we will be able to neutralize these toxic emotions and feelings by the time you leave here today (or tonight)... so let yourself get in touch with all of the stuff that's disturbing- just for a few moments - let yourself feel all of your fears, doubts, anger and confusion so we can detox them.*

*Be with your feelings for just a moment more, (**TOUCH YOUR CLIENTS RIGHT SHOULDER FOR A MOMENT**) and now open your eyes and lets shake those feelings right out of your system - that's it shake 'em out --- now close your eyes - inhale and exhale deeply - Good, now in the privacy of your mind - I want you to get in touch with your personal memories of the best days and nights of your life - remember all of those special times and feelings when you felt*

*too good to be irritated by anything or any part of you. Remember a time when you felt loved and appreciated.*

*(TOUCH YOUR CLIENTS LEFT SHOULDER FOR A MOMENT) Now open and close your eyes and inhale and exhale. At the count of ten - and please count along with me in your head - I am going to ask you to take three deep breaths. 1 2 3 4 5 6 7 8 9 10 - OKAY. Now take 3 deep breaths inhaling and exhaling deeply.*

*(ON CLIENTS 1ST or 2ND EXHALATION, TOUCH BOTH OF THEIR SHOULDERS AT THE SAME TIME-)*

*Now just feel the process going on inside you as you put the pain - Within a moment or two you will begin to notice a shift deep inside of you - you are now beginning to feel calm and confident that you can handle all of this - you can bring this calm and confidence home or to work - it is now a part of you. You will continue to feel better and better during the next 48 hours - as you subconscious mind continues to push those toxic feelings and emotions further and further away. In 48 hours - tomorrow will be yesterday - AND you will be feeling ready, to do what has to be done and get on with your life.*

*I am going to count down from 10 to 1 - Before you open your eyes and bring yourself back to every day time and space - make sure that you feel a deep peace within. That's it! 10, 9, 8, 7, 6.... 5, 4, 3, 2...1*

*To find out about QUANTUM FOCUSING in Clinical, Medical and Wellness Settings and QUANTUM FOCUSING Certification programs contact:*

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