

Guide to support the placebo effect

How to leverage the non-specific factors in treatment

- Provide treatments that result in an immediate effect the first time, as far as possible.
- Build a good reputation as a therapist.
- Maintain a professional demeanor and authority.
- Show belief in the treatment's effectiveness (positive experiences with the treatment form for other patients in the same situation).
- Explore the patient's belief in the effectiveness - and try to influence it.
- Build a good and trusting relationship with the patient, maintain good eye contact.
- Provide personalized treatment as much as possible.
- Keep your clients awake and present by guiding them step by step during the session. Ask for reactions.
- Sharpen your intuition through focused attention - use non verbal communication via hands on techniques.
- Clients like to follow reflex reactions - whether there is pain or not. Use firm pressure as part of the session.
- Charge an appropriate fee for your services; setting the price too low can undermine the placebo effect.

References

1. Ina Skyt & Lene Vase: Placebo effects in chronic pain conditions. Can placebo components enhance the efficacy of active treatments?
<https://tidsskrift.dk/sygdomogsamfund/article/view/22895/20017>
2. Touchpoint Clinic Copenhagen