



Communicating with the anxious patient





# Mike Gow











[mike@berkeleyclinic.com](mailto:mike@berkeleyclinic.com)

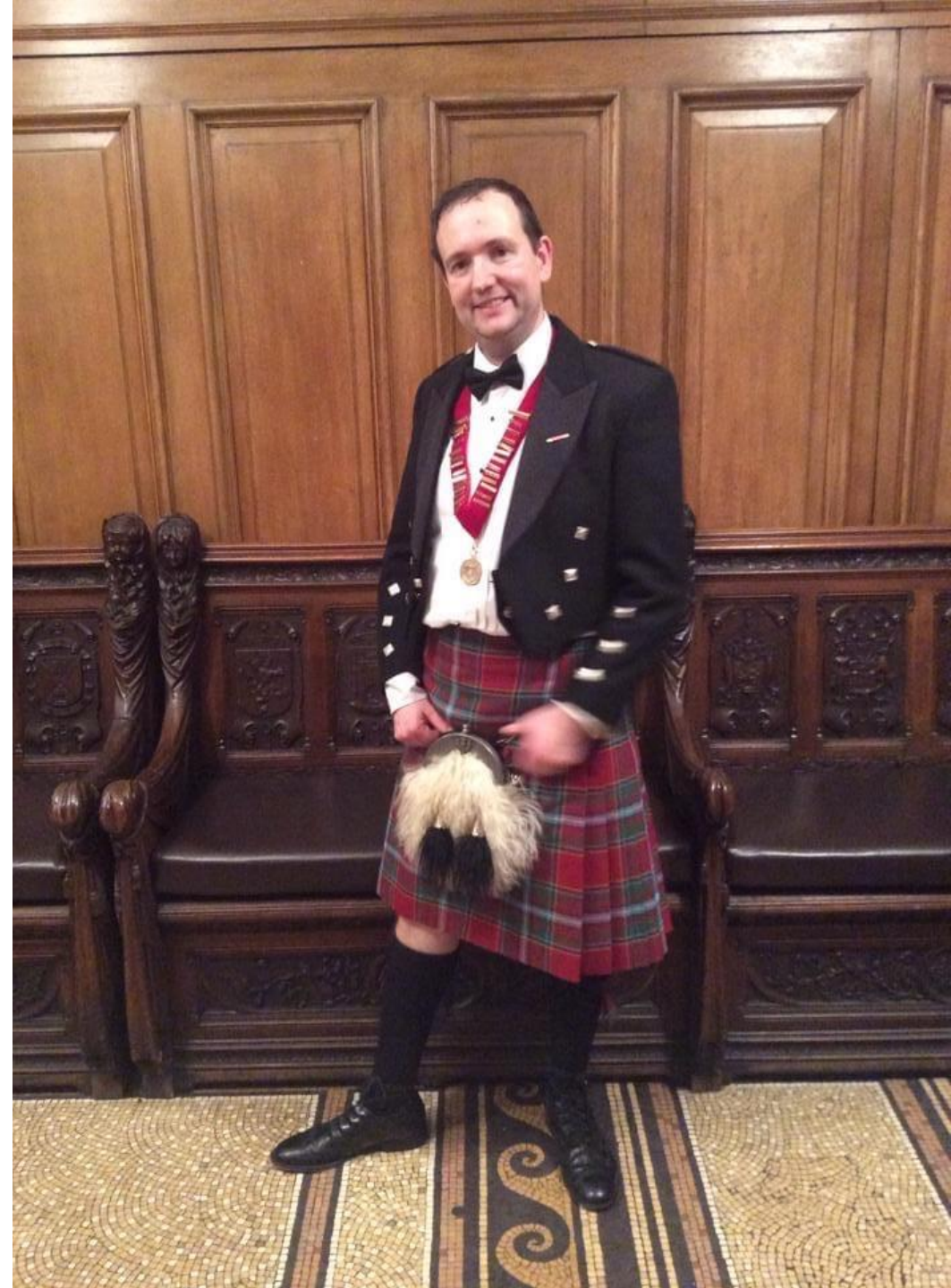




**@drmikegow**



**@dentalanxiety**

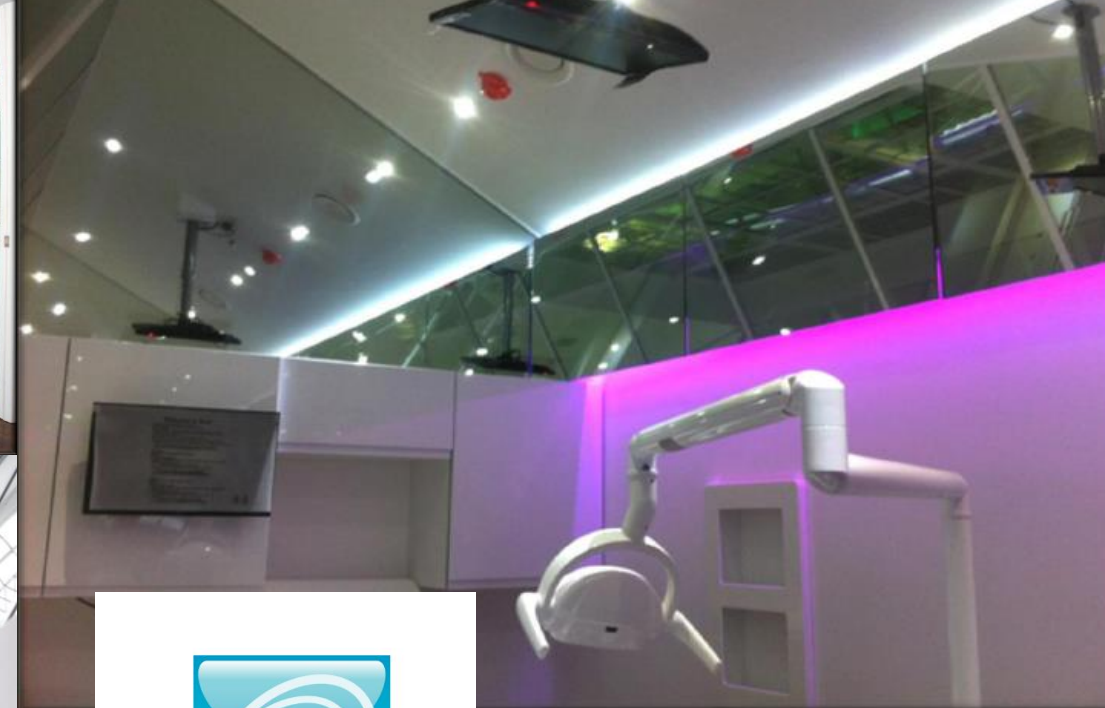




# The Berkeley Clinic









# BDS (Gla)





MFDS RCPS (Gla)





# PGCert (Edin)







# MSc Hyp (Lon)







Past President, Treasurer and Fellow of  
British Society of Medical  
& Dental Hypnosis



Chair of History of Dentistry Research Group



Dip SMW  
(EWA)



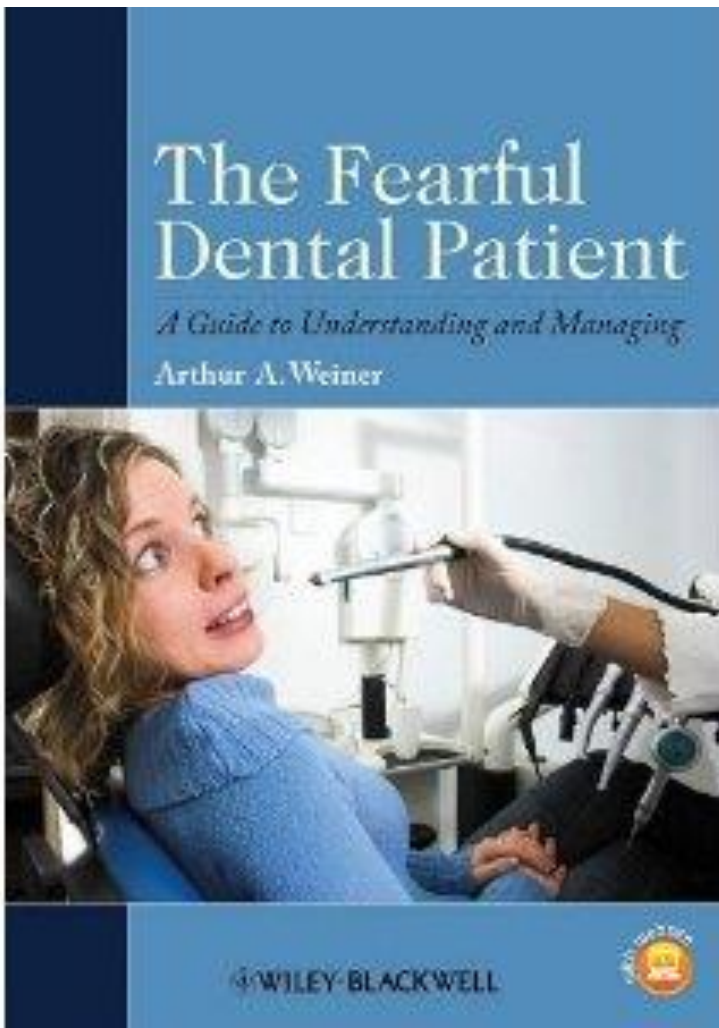
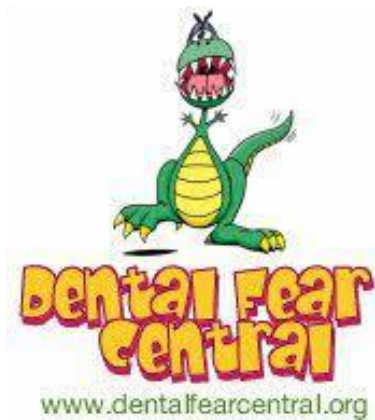




- Objectives:

- 1) Define dental anxiety, fear and phobia
- 2) Become aware of the range of anxiety management options.
- 3) Learn how to utilize rapport, language and communication techniques to improve the patient experience.





Dental  
anxiety,  
fear and  
phobia...





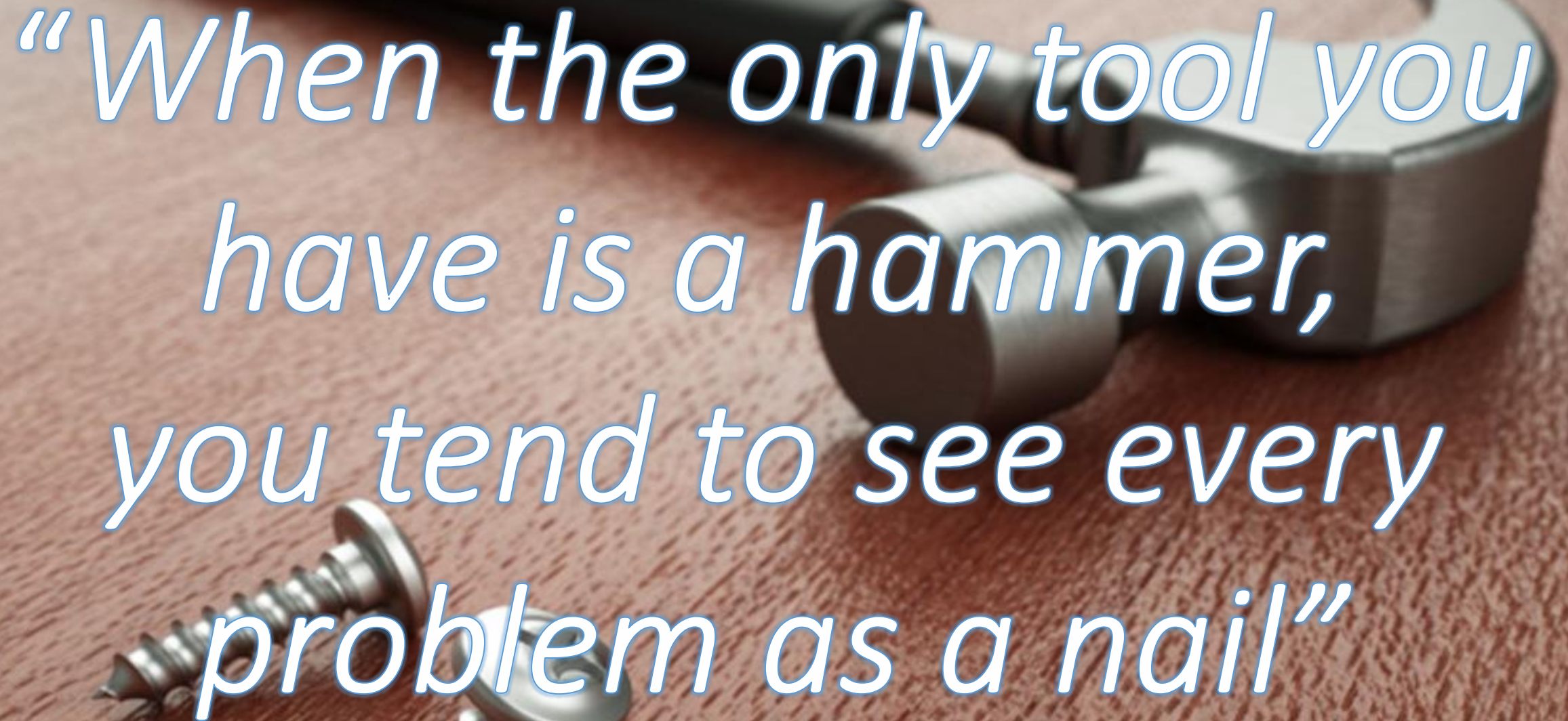
- **General Needle Phobia**
- **Dental Needle Phobia**
  - **Blood Phobia**
- **Drill**
- **Dentist/therapist**
  - **The chair**
  - **Extraction**
    - **Pain**
    - **Noises**
- **Gagging/choking**









A close-up photograph of a hammer and two screws on a wooden surface. The hammer, with a black handle and a silver metal head, lies diagonally across the upper half of the frame. Two silver screws are positioned in the lower-left foreground. The background is a warm-toned wooden surface with a visible grain. The text is overlaid in a white, italicized font with a blue outline.

*“When the only tool you  
have is a hammer,  
you tend to see every  
problem as a nail”*

Maslow (1962)



# Rapport, Communication, language

C-CLAD eg Wand STA  
Digital dentistry  
Laser dentistry

Technological

Clinical

Anatomy  
Surgical technique  
LA technique  
Advanced LA techniques  
Materials choice

Learn as much from as  
many of these  
as you can

Psychological  
Management  
Techniques

Psychology  
Cognitive Behavioural Therapy  
Desensitisation/Tell show do  
Hypnosis  
Neuro Linguistic Programming  
Relaxation techniques

Pharmacological  
Management  
Techniques

GENERAL ANAESTHESIA  
CONSCIOUS SEDATION:  
'PRE-MED' ORAL  
ORAL  
INHALATION  
INTRAVENOUS  
INTRANASAL

The International Society of  
**SDAM**  
Dental Anxiety Management









# Rapport Language Communication





# Hypnosis



TV documentary will show Wendy in trance during surgery

# Scots woman first patient to get dental op under hypnosis

By CHRIS MUSSON

A WOMAN has had major dental surgery under hypnosis in what's thought to be the first operation of its kind in the world.

Wendy Spencer shunned traditional anaesthetics in favour of being placed in a trance for a tooth implant.

The procedure, usually done under local or general anaesthetic, involved inserting a titanium rod into the bone in her upper jaw.

The 34-year-old, of Alexandria, West Dunbartonshire, also had the membrane of her



highest she got up to was five."

Dr Gow will appear on a live debate about the merits of hypnosurgery on tonight's show which will also feature a live hernia operation.

Dr Gow said: "This isn't something I'd encourage for everyday procedures but I hope it can help develop techniques where hypnosis is used with anaesthetics."

The graduate of Glasgow University Dental School said hypnosis was a valuable clinical tool but its reputation had been damaged by stage hypnotists.

A spokeswoman for Channel 4 said: "We will be asking whether hypnosis



**Phobic and anxious  
Patients are good  
hypnotic subjects**





Trance







**Suggestion**

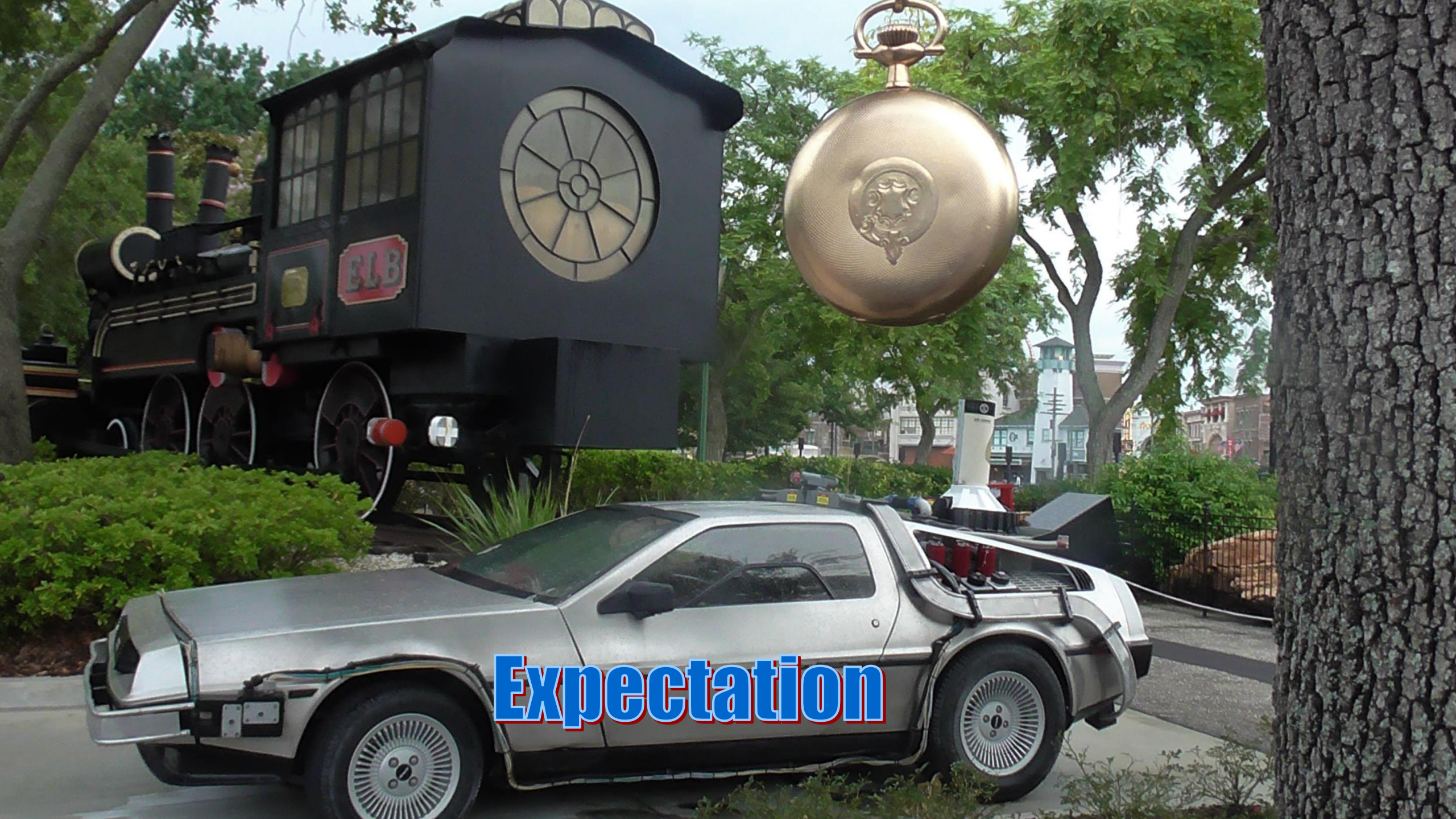






**Motivation**





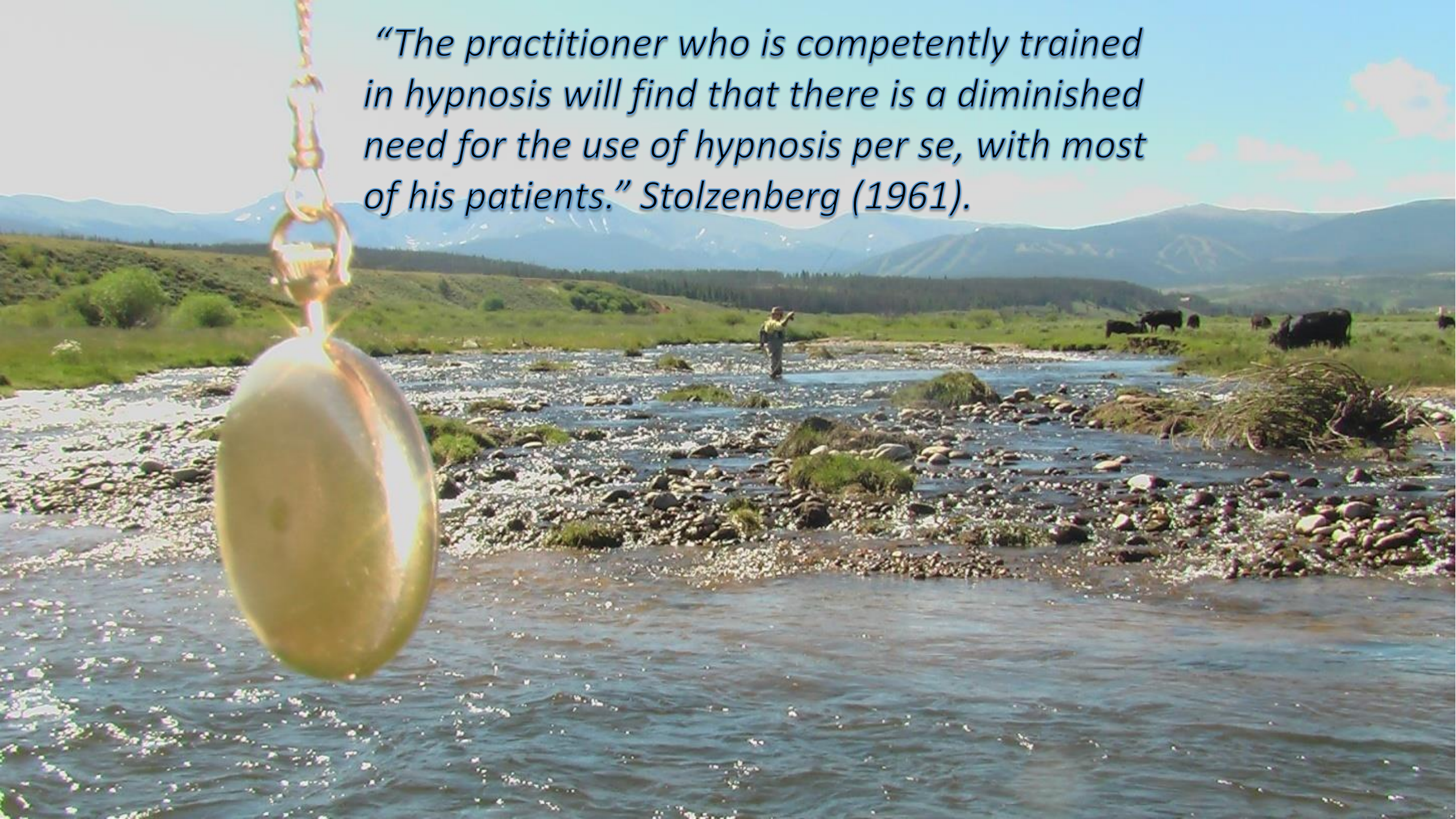
Expectation







*“The practitioner who is competently trained in hypnosis will find that there is a diminished need for the use of hypnosis per se, with most of his patients.” Stolzenberg (1961).*











Neuro Linguistic Programming



## Use the force

Mike Gow's Jedidontics uses *Star Wars* to introduce dental hypnosis into your practice



## A GDC far far away...

We launch our new campaign for a Scotland-based GDC



# Jedidontics: awaken the force of rapport, language and communication techniques in dentistry

Mike Gow uses *Star Wars* to introduce hypnosis into dentistry and explains how it can help in your practice



**Dr Mike Gow** leads the dental anxiety clinic at the award-winning Berkeley Clinic in Glasgow, and is also the creator of the website, [www.whatstar.com](http://www.whatstar.com). Mike graduated from Glasgow University Dental School in 1999 and has since obtained a masters in hypnosis applied to dentistry from UCL. In December 2008, he won the Best Young Dentist for Scotland and the UK at the Dentistry Awards. A founding member of ISDA, Mike has been awarded a postgraduate certificate in dental anxiety management from the University of Edinburgh.

**D**id you see *Star Wars Episode 7: The Force Awakens*?

I took my young children, and parts of the film really got me thinking about 'the force' and how my training in hypnosis had led me to understand and to never underestimate the power of rapport, language and communication.

There is a scene in the film when one of the main characters uses a Jedi mind trick for the first time to escape from a First Order Stormtrooper (*Star Wars* need fact: the Stormtrooper is BB07 and is played by Daniel Craig).

The character's first attempt at the Jedi mind trick is unsuccessful as is their second, however there is an obvious shift in the conviction and confidence of the delivery, which results in success at their third attempt.

There are many examples of Jedi mind tricks throughout the seven *Star Wars* films. 'These are not the droids you are looking for' and 'You don't want to sell me death sticks. You want to go home and rethink your life' are among the most famous.

Imagine if such things as 'the force' and Jedi mind tricks were real.

Imagine if there was a mysterious, ancient technique that could be employed to influence the experience of other people simply by using words and body language. Imagine if it really did exist.

Now imagine that all healthcare professions could learn how to use this force for good in their work in healing and treating patients.

Set phrases to stun... It does exist and it can be learned.

In fact it has existed for millennia. It has



probably existed since early humans were able to communicate with each other.

### A long time ago...

In ancient Egypt, temples dedicated to Imhotep became 'sleep temples' (Imhotep served as chancellor and as high priest to Ra and is considered as one of the earliest physicians in history). Sleep temples were like hospitals with people being 'treated' by priests using meditation, dream analysis, chanting etc.

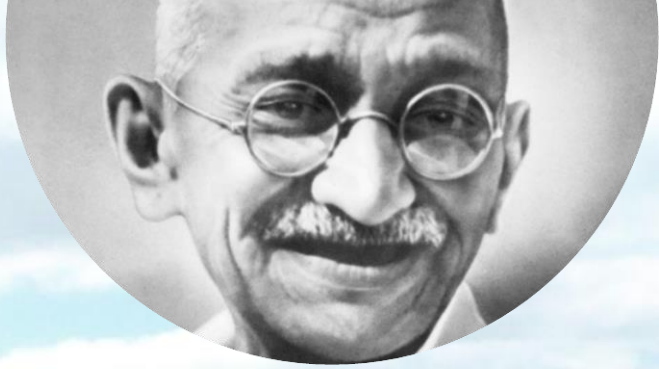
Sleep temples also existed in the Middle

East, and Ancient Greece. Asclepiions were sleep temples that were built in Greece to honour Asclepius, the Greek God of Medicine. From the fifth century onwards, people flocked to these temples to be cured.

Before he was killed by Zeus for bringing people back from the dead, Asclepius was said to have a 'healing touch'. This 'healing touch' has strong connections in Christianity and it is written in the Bible on several occasions.

For many centuries it was thought that this 'healing touch' was also possessed





A certain message,  
by a certain person,  
at a certain time,  
in a certain way  
can have a huge effect  
on a certain person







**Head nurse**

**Care co-ordinator**

**Associate dentist**

**Partner**

**Receptionist**

**Nurse**

**Therapist**

**Hygienist**


**Dentist**





Oxford Dictionaries  
Language matters

# rap·port

/ra'pôr,rə'pôr/ 

*noun*

a close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well.

"she was able to establish a good rapport with the children"

*synonyms:* affinity, close relationship, understanding, mutual understanding, bond, empathy, sympathy, accord

"board members fired him for failing to maintain good rapport with the trustees"








Rapport is created by a feeling of commonality  
by using communication & language

**Rapport**



A scene from Star Wars: The Force Awakens showing Darth Vader and a Sith Acolyte in the Death Star's control room. They are standing before a large window that looks out onto the Death Star's exterior. The Acolyte is on the left, wearing a black hooded robe. Vader is on the right, in his iconic black armor and helmet. The control room is filled with various consoles and screens, some of which are illuminated with red and orange lights. The background outside the window is a starry space with the Death Star's complex structure visible.

People like people who  
are like themselves  
or are how they would like to be

Act the version of 'you' that fits best



# Top tip in rapid rapport

*What do your friends call you?*

*Can I call you that?*

Repeat name in conversation  
and remember it!







Mirroring







Are they in rapport?





Are they in rapport?





# Mirroring

A photograph of two men in blue shirts sitting at a desk. The man in the background is looking towards the camera with his hands behind his head. The man in the foreground is seen from the back, also with his hands behind his head, mirroring the first man's pose. The background shows a window with a view of greenery.

**Physical** – facial expression, gestures, body posture, breathing, touch, proximity, movements, limb position





Oxford Dictionaries  
Language matters

# communication

Line breaks: com|mu|ni|ca|tion

Pronunciation: /kəmjuːnɪˈkeɪʃ(ə)n ˌ /

NOUN

<sup>1</sup> [MASS NOUN] the imparting or exchanging of information by speaking, writing, or using some other medium:

*'television is an effective means of communication'*

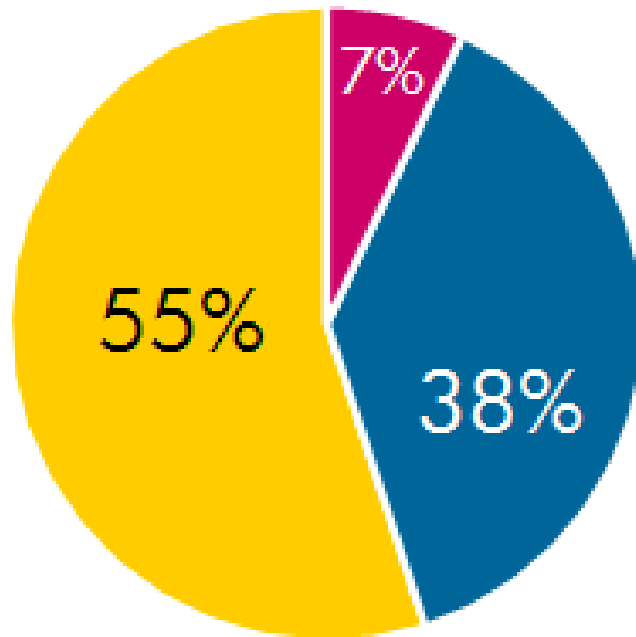
*'at the moment I am **in communication with** London'*





# VERBAL & NON VERBAL First Impressions

Mehrabian, Albert; Wiener, Morton (1967). "Decoding of Inconsistent Communications"



## Elements of Personal Communication

- 7% spoken words
- 38% voice, tone
- 55% body language

Style is more important than substance initially







Environment








Oxford Dictionaries  
Language matters

Definition of *language* in English:

# language

★ Top 1000 frequently used words

Pronunciation: /'lʌŋɡwɪdʒ/ 

---

## NOUN

- 1 [MASS NOUN] The method of human **communication**, either spoken or written, consisting of the use of words in a **structured** and **conventional** way:

*‘a study of the way children learn language’*

[AS MODIFIER]: *‘language development’*







INCORPORATED SOCIETY OF  
EXTRACTORS AND ADAPTORS  
OF TEETH, LTD. . . . .



## ANNUAL DINNER,

WINDSOR HOTEL,  
GLASGOW,

Tuesday, 6th August, at 7-30 p.m.



Chairman:  
W. GIBB MACNAB, Esq.

Croupiers:  
MESSRS. USHERWOOD AND WOOD.





I'm really pleased by how this is going

This looks excellent.

You might be surprised by how easy this is

Take as long as you need in the next few moments



Depersonalise



**‘Your’ to ‘the’  
‘You might get’ to  
‘Some people sometimes get’..  
and ‘they’..**



# Translate emotive words: a phobic patient is more suggestible

Word	Translation
Surgery	Treatment room
Waiting room	Lounge, sitting room
Drill	Handpiece
Injection	Local Anaesthetic
Extract	Remove
Pain	Pressure
Filling	Restoration, reconstruction
Deep, big,	More extensive
nerve	Pulp
Long needle	Block



Sentence	Translation
I'm sorry, Mike is running late	Mike is aware that you are now here and has asked me to let you know that he is having to take a little longer to look after another patient who needs his help. You will still get all the time and help that you need today. Can I send him a message from you?
The filling was really deep and near the nerve, call me if you have any pain.	The restoration became more extensive. You will be aware of healing sensations in the coming days. Let us know if you experience anything out-with what you would expect after a procedure like this.
I'm sorry but I've missed the vein for a second time, are you OK if I try again?	The vein is being difficult again. You are doing very well. Shall we find a better vein?
Are you ready for me to start the treatment?	When you are ready to begin the treatment, in the next few moments, just allow the mouth to open



# Advice after tooth removal



Now that the tooth has been removed, the healing process has already begun. It is important that you take good care of the healing socket. By following these instructions you will be surprised how quickly and comfortably the area heals. Any sensations you have over the next few days are usually healing sensations.

- Relax and take things easy for the rest of today and tomorrow. Resting and relaxing will maintain your pulse at a low rate and the healing will progress quickly and comfortably. Give yourself some tender loving care.
- Take painkillers as advised by your dentist. By taking the first tablet before the numbness wears off, you will ensure maximum comfort. Follow your dentist's instructions.
- Wait for six hours following the procedure before you rinse your mouth. Rinse gently with a warm salty solution (level teaspoon of salt in a pint of warm water). Gently rinse after every meal, first thing in the morning and last thing at night for seven days.
- For the first 24 hours avoid alcohol, very hot or cold drinks, and smoking.
- For the next few days, chew on the other side of your mouth and avoid the socket with your toothbrush and tongue.
- Use an extra pillow tonight to keep your head higher than your heart to reduce any bleeding and help the healing process.
- Unless you have been told otherwise, the entire tooth, with its roots, has now been removed. You might notice small

fragments of the thin bone that were around the tooth working their way out. This is perfectly normal.

- Any swelling or bruising will subside as the area heals. This can be greatly reduced by taking Arnica (Appendix 1).

## Regarding bleeding

It is normal for some bleeding to occur. This is part of the healing process. Remember; that a small amount of blood seems much more when it is diluted with saliva. The following advice will help to reduce any bleeding and allow you to stay calm and in control.

If the bleeding is continuous, keep your head higher than your heart to reduce the bleeding. Keep upright, sitting or standing.

Avoid rinsing to allow a clot to form. Clear the mouth of loose blood clots with a clean linen square or tissue so that you can find where the socket is bleeding. Use a gauze pad if extra were provided by the dentist, or alternatively use clean paper handkerchief or tissue to form a firm pad. Place the pad across the bleeding socket from the tongue to the cheek side. If the socket is between two standing teeth constrict the pad to fit.

Bite firmly to compress the pad on the socket and continue to sit up or stand. Keep the pad in position for 10 minutes after which, you should gently remove it, inspect the socket in a mirror and then replace the pad, (or use a fresh one). Stop using the pads when the bleeding stops.

If after an hour or two you have failed to control the bleeding, contact your dentist or NHS24 for further advice.

Remember: Now that the tooth has been removed, the healing process has already begun. By following the above instructions normally the area heals quickly and comfortably.

## Appendix 1 - Arnica 30c

Arnica is available from any health food shop. Drops are best if available. It is preferable to start taking the Arnica just before the tooth is removed. Repeat or start taking it as soon as possible afterwards. Take every two hours on the first day. Take four times per day thereafter. Stop taking Arnica as soon as swelling or bruising has settled.

**WARNING:** If you are taking an anticoagulant drug (eg Warfarin), unfortunately Arnica is contraindicated and unsuitable for you, and should be avoided.

*Over the coming days, you may be aware of healing sensations.*







**Caution**  
Hot surface



**Do not  
touch**




**WET PAINT  
DO NOT  
TOUCH**

**Are you Positive?**

**Don't worry. This won't hurt a bit.**





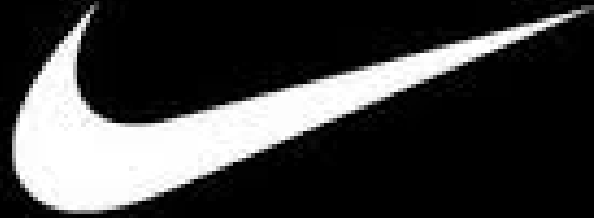
A close-up shot of Yoda from Star Wars, looking slightly to the right with a calm expression. He is in a dark, forest-like environment with tree trunks in the background. He is wearing his characteristic brown robe.

*Try not to worry  
Try to open wider  
Try to have the injection  
Try your best*

"DO. OR DO NOT. THERE IS NO TRY." YODA



# JUST DO IT.





# Trust Tips:



**I don't expect trust yet**

**Stop signal**

**Phobia???**

**Job interview-**

**I hope you hire me**  
**(Employer = control)**

**Apology on behalf of dentistry!**



# Embarrassment Tips:

Avoid lecture/judgement:

‘I understand why..’

‘I’ll be assessing the foundations..’

‘My priority is to help you achieve your goals. We can’t change the past, but we can change the future’







**‘Weird’**  
**Illusion of choice**  
**‘I bet you can’t’**



Distraction/misdirection

Singing/humming/noises

Hold mirror





- Pull mucosa on to needle
- Rub/pinch and explain
- Slow and steady



- Desensitisation
- Topical
- Eyes open
- Warm LA
- Scandonest first
- Needle change
- Akinosi
- C-CLAD

## Injection Tips



- Impossible to breathe and swallow at same time.
- Impossible to breathe and be sick or gag at same time.
- Keep airway open!
- Focus on breathing through your nose.
- Take deep, even, continuous breaths in and out through your nose.
- Avoid holding breath.

Nasal decongestant spray



*Breathing technique to reduce gagging:*

***Tips for gagging.***



# **Desensitisation technique:**

*Teach patient to swallow with mouth open and teeth apart*

*Hold water in mouth while breathing through nose, and swallow reflex without swallowing water!*



# *Acupuncture*

# *Acupressure*

Straight Left Leg

CV24







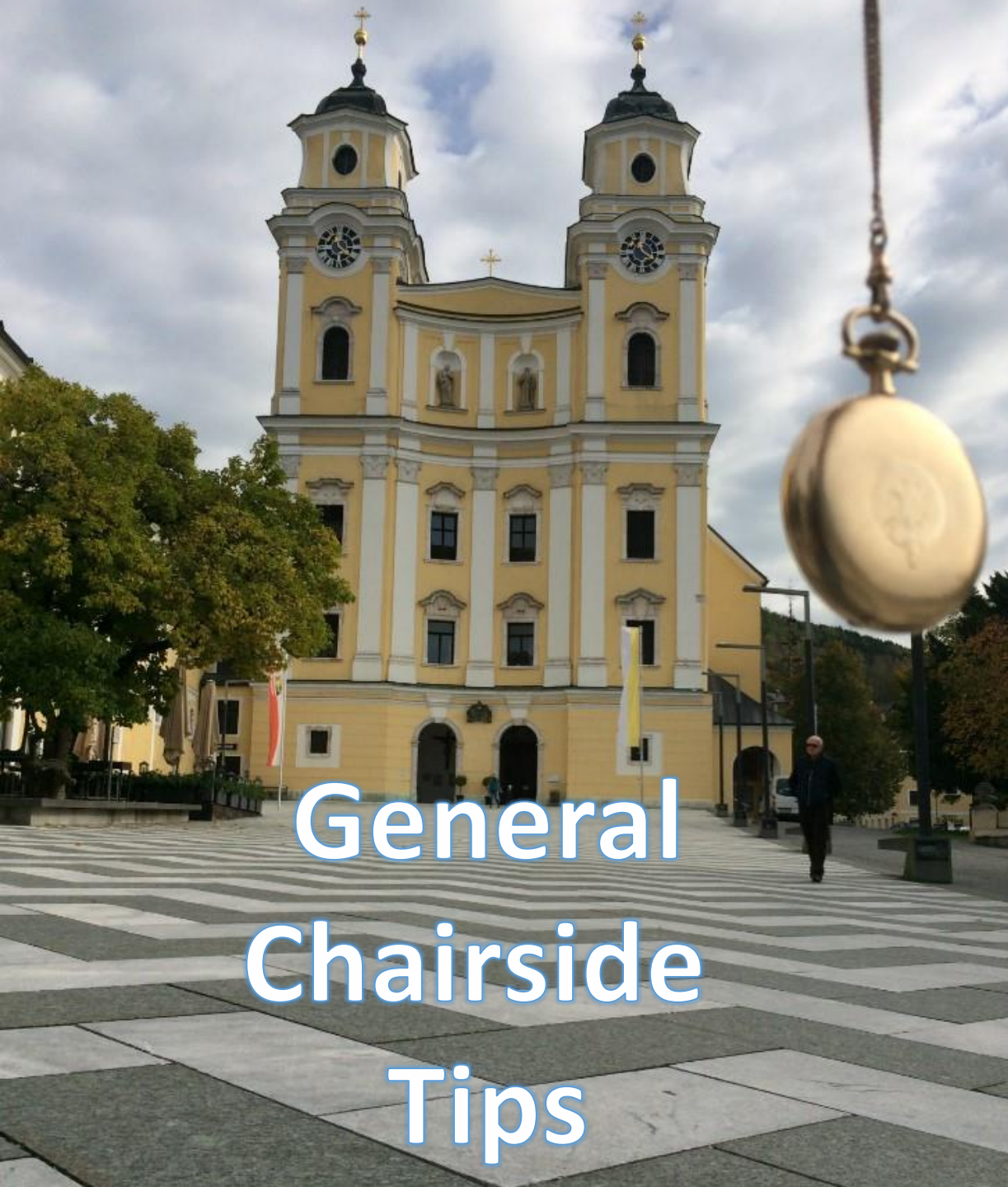
Topical or LA to numb the throat,  
tongue, and/or palate.

(AVOID IF FEAR OF CHOKING)

Give block even if working on  
uppers

Toothpaste on tongue





# General Chairside Tips

**Plenty of time**  
**Slow Dentistry**  
**Tilting chair**  
**Counting**  
**'Test' drill**  
**Body language**  
**Stop signals**  
**Distractions-TV, music**



- Breaks
- Mouth prop
- Rubber Dam
- Dressing







Relaxation/breathing tips

448

Coloured breathing





**Rapport enhances communication**  
**Communication is enhanced by**  
**language**

**These are key to better relationships**





**Better rapport/language/communication  
= fewer complaints + fewer staff issues  
= decreased stress**

**Happy patients + happy team  
= happy dentist!**





THE UNIVERSITY of EDINBURGH  
Edinburgh Medical School



# Training Pathways



MANCHESTER  
SEDATION COURSE





**ISDAM-** [www.isdam.com](http://www.isdam.com) – Membership available.

Mixture of workshops and presentations at conferences.  
**Advanced Hypnosis Modules launching soon.**

## **HYPNOSIS:**

**BSMDH SCOTLAND** - [www.bsmdhscotland.com](http://www.bsmdhscotland.com)

**BSCAH-** [www.bscah.com](http://www.bscah.com)

**RSM SECTION ON PSYCHOSOMATIC MEDICINE  
& HYPNOSIS-** [www.rsm.ac.uk/academ/sech\\_p.php](http://www.rsm.ac.uk/academ/sech_p.php)

## **SEDATION:**

**SAAD** – [www.saad.org](http://www.saad.org)

**SCOTTISH SEDATION TRAINING-**  
[www.scottishsedationtraining.co.uk](http://www.scottishsedationtraining.co.uk)

**DENTAL SEDATION TRAINING GROUP-** [www.dstg.co.uk](http://www.dstg.co.uk)

**UKSEDATION:** [www.uksedation.com](http://www.uksedation.com)

**MELLOW DENTAL** – [www.mellowdental.co.uk](http://www.mellowdental.co.uk)

**YORKSHIRE SEDATION TRAINING -**  
[www.yorkshiresedationtraining.co.uk](http://www.yorkshiresedationtraining.co.uk)

**MANCHESTER SEDATION COURSES-** [www.mansedcourse.com](http://www.mansedcourse.com)





**Postgraduate Certificate in Dental Sedation and Anxiety Management (Uni of Edin) – POSTPONED – [www.ed.ac.uk/dentistry/online-learning/postgraduate-certificate-in-dental-sedation](http://www.ed.ac.uk/dentistry/online-learning/postgraduate-certificate-in-dental-sedation)**

**Dental Sedation and Pain Management (UCL) – [www.ucl.ac.uk/eastman/study/dental-sedation-pain-management](http://www.ucl.ac.uk/eastman/study/dental-sedation-pain-management)**

**Conscious Sedation in Dentistry PGDip (Newcastle Uni) - [www.ncl.ac.uk/postgraduate/courses/degrees/conscious-sedation-in-dentistry-pgdip/#profile](http://www.ncl.ac.uk/postgraduate/courses/degrees/conscious-sedation-in-dentistry-pgdip/#profile)**

**Postgraduate Certificate Clinical Conscious Sedation and Anxiety Management (Uni of Bristol)- [www.Bristol.ac.uk/dental/courses/postgraduate/conscious-sedation-anxiety-management](http://www.Bristol.ac.uk/dental/courses/postgraduate/conscious-sedation-anxiety-management)**



your de<sup>tooth</sup>tist  
recommends

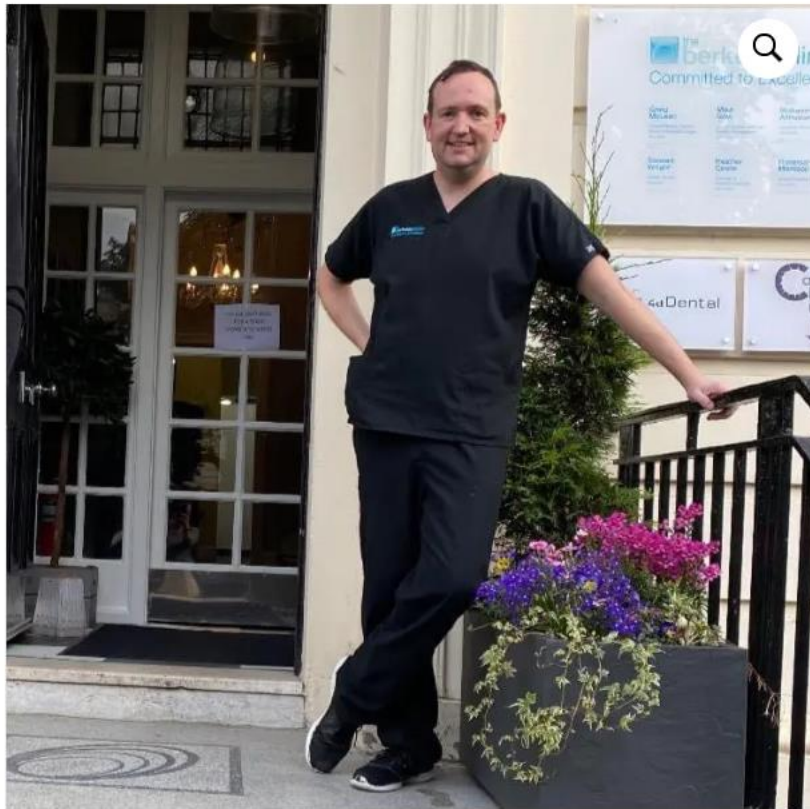
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£14.99

### Relax, manage stress and fall asleep with Dr Mike Gow

This MP3 recording is specifically designed to help you relax, manage stress and fall asleep.

This recording is designed to be listened to as you fall asleep. If you need to be awake at the end- you **must** set an alarm for 90 minutes!

A link will be emailed to enable your download. This is usually sent within 24 hours of purchase.

1

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SKU: MIKE02 Category: Miscellaneous Tags: dental anxiety, dental fear, dental phobia, mike gow hypnosis, sleep therapy, stress management

Need Help?  
LET'S CHAT







mike@berkeleyclinic.com



@drmikegow



@dentalanxiety

