SELLING PAIN SCIENCE: COMMUNICATION AND CULTURAL COMPETITION

It is my pleasure to invite delegates to the 11th Annual Faculty of Pain Medicine Refresher Course Day in 2013, held just prior to the commencement of the ANZCA/FPM Annual Scientific Meeting. The Refresher Course Day will be held at the Sofitel Melbourne on Collins, which was the venue for the very successful 2009 FPM Spring Meeting. Complementing the ASM theme, our focus will be on “Selling Pain Science: Communication and Cultural Competition” and we will be exploring the diversity of communication issues in pain medicine, including consultation skills, interprofessional communication, our cultural competitors and the pain medicine “brand” in the wider culture of our country. What makes our patients tick? Do they understand anything we tell them? How can we compete with the myriad of other cultural messages about pain that our patients are aware of?

Our FPM ASM Visitor for 2013 is Professor Edzard Ernst from the United Kingdom. Professor Ernst was the first full Professor of Complementary Medicine in the UK, and is perhaps best-known for his editorship of the Oxford Handbook of Complementary Medicine. His efforts to bring scientific rigor to his field have given him a unique perspective of the role of communication and evidence in medicine.

The FPM Victorian Visitor for 2013 is Professor Fabrizio Benedetti from Italy. Professor Benedetti has an international reputation researching the neurobiology of placebo analgesia and nocebo hyperalgesia. He has authored a popular and critically well-received book on the neuroscience of the doctor-patient relationship.

Other invited speakers include individuals from medical and non-medical backgrounds with expertise in all facets of communication, from the consulting room to the internet. The program promises to be a thought-provoking and challenging start to the ASM. We look forward to seeing you there!

Dr Michael Vagg
FPM Scientific Convenor

SPONSORS

The Faculty of Pain Medicine acknowledges the generous sponsorship support of:

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INVITED SPEAKERS

Professor Edzard Ernst
FPM ASM Visitor
University of Exeter, United Kingdom
Professor Ernst became the first full professor of Complementary Medicine in the UK when appointed to the Laing Chair of Complementary Medicine at the University of Exeter. He is the editor of the Oxford Handbook of Complementary Medicine and co-author of the critically acclaimed Trick or Treatment: Alternative Medicine on Trial.

Professor Fabrizio Benedetti
FPM Victorian Visitor
University of Turin Medical School, Italy
Professor Benedetti is the world’s leading researcher on placebo and nocebo effects. In addition to numerous peer-reviewed publications, he has also written an acclaimed popular science book The Patient’s Brain: The neuroscience of the doctor-patient relationship.

Dr Damien Finniss
Clinical Senior Lecturer, Pain Medicine, Sydney Medical School, Pain Management Research Institute, Royal North Shore Hospital, NSW
Dr Finniss is the current Chair of the IASP Special Interest Group on Placebo.

Dr Frank Meumann
General Practitioner, Claremont Village Medical Centre, TAS
Dr Meumann was the recipient of the 2010 GPET Medical Educator of the Year award. He is a columnist for MJA Insight and a publisher for NewSouth Publishing.

Dr Christelis
Head of Pain Service at Alfred Hospital, Melbourne, Vic
Chair: Dr Melissa Viney
Ms Loretta Marron
CEO Friends of Science in Medicine, Brisbane, Qld
Chair: Dr Frank New

SESSION ONE
PLENARY: COMMUNICATION IN THE CONSULTING ROOM
Chair: Associate Professor Brendan Moore
8.45-9am Welcome from the Dean
9-9.30am The neuroscience of the doctor-patient relationship
Professor Fabrizio Benedetti
9.30-10am The importance of context in medical treatments
Dr Damien Finniss
10-10.30am Can working with difficult patients make us better doctors?
Dr Frank Meumann
10.30-11am Morning tea

SESSION TWO
POP CULTURE AND PAIN – THE CHALLENGES
Chair: Dr Frank New
11-11.30am Why do patients like complementary medicine?
Professor Edzard Ernst
11.30am-12pm Doctors, messages and the media
Ms Jane McCreedy
12-12.30pm How language and culture conspire against transparent pain talk
Professor Roland Sussex
12.30-1.30pm Lunch

SESSION THREE
STANDING UP FOR THE EVIDENCE
Chair: Dr Melissa Viney
1.30-2pm What is the evidence for complimentary and alternative medicine?
Professor Edzard Ernst
2-2.30pm Friends of science in medicine
Ms Loretta Marron
2.30-3pm Health activism
Dr Ken Harvey
3-3.30pm Afternoon tea

SESSION FOUR
TRAINING THE NEXT GENERATION
Chair: Dr Meredith Craigie
3.30-4pm Nurturing professional relationships
Dr Frank Meumann
4-4.30pm New media and the faculty
Dr Nick Christelis
4.30-5.15pm Update on the FPM training program
Associate Professor Brendan Moore and Professor Ted Shipton
6.45pm Transfer to Eureka 89
7pm Cocktail function
7.30pm Faculty dinner

Professor Roland Sussex
Emeritus Professor of Applied Language Studies at the University of Queensland, Qld
Professor Sussex hosts a talkback show about language on ABC Radio and writes Wordplay, a weekly column for the Courier-Mail in Brisbane.

Ms Loretta Marron
CEO Friends of Science in Medicine, Brisbane, Qld
Ms Marron is a cancer survivor and campaigner for evidence-based healthcare. She has gone undercover for TV stories and has been twice awarded the Skeptics of the Year by Australian Skeptics for her consumer advocacy work.

Associate Professor Ken Harvey
Adjunct Associate Professor of Public Health, La Trobe University, Vic
Associate Professor Harvey is a life member of Choice (Australian Consumers’ Association) and has worked extensively on medication policy in Australia and the Asia/Pacific region.

Dr Nicholas Christelis
Head of Pain Service at the Alfred Hospital, Melbourne, Vic
Dr Christelis is the founder of the Elements of Pain online lecture series website.

From 8am
Registration

PROGRAM

MEETING REGISTRATION FEE (includes morning tea, lunch & afternoon tea)

Full Registration AU$352 $
Faculty Trainees & Refereed Fellows AU$264 $
APS/NZPS Non Medical Practitioners AU$264 $

FACULTY DINNER (Optional)
Number at AU$150 pp $
I/we require transport

Total payment enclosed $

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