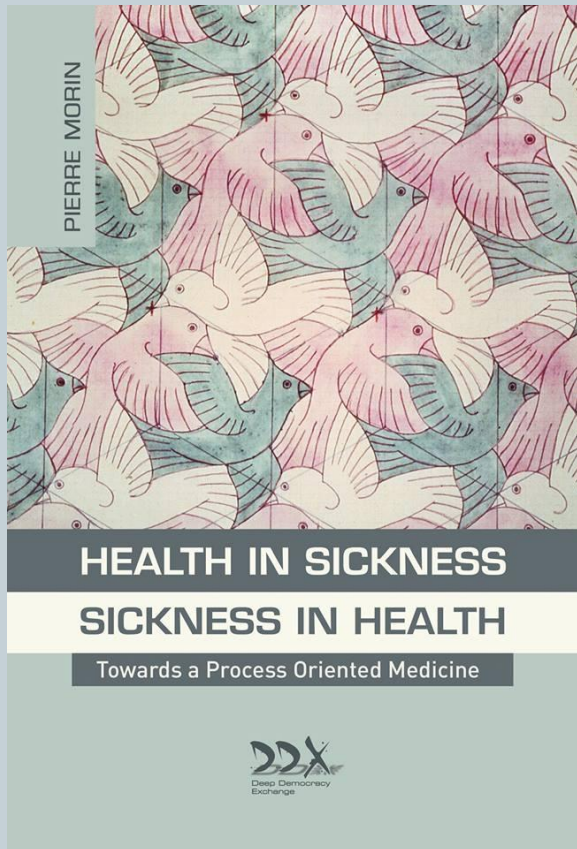


The Nocebo Effect of Health and Normality



Towards a New Process-oriented Health Leadership Model

Pierre Morin, MD, PhD

Leonard Cohen, “Anthem” & Rumi



- *Ring the bells that still can ring
Forget your perfect offering
There is a crack in everything
That's how the light gets in.*
- *The wound is the place where the Light enters you.*



Main Thesis



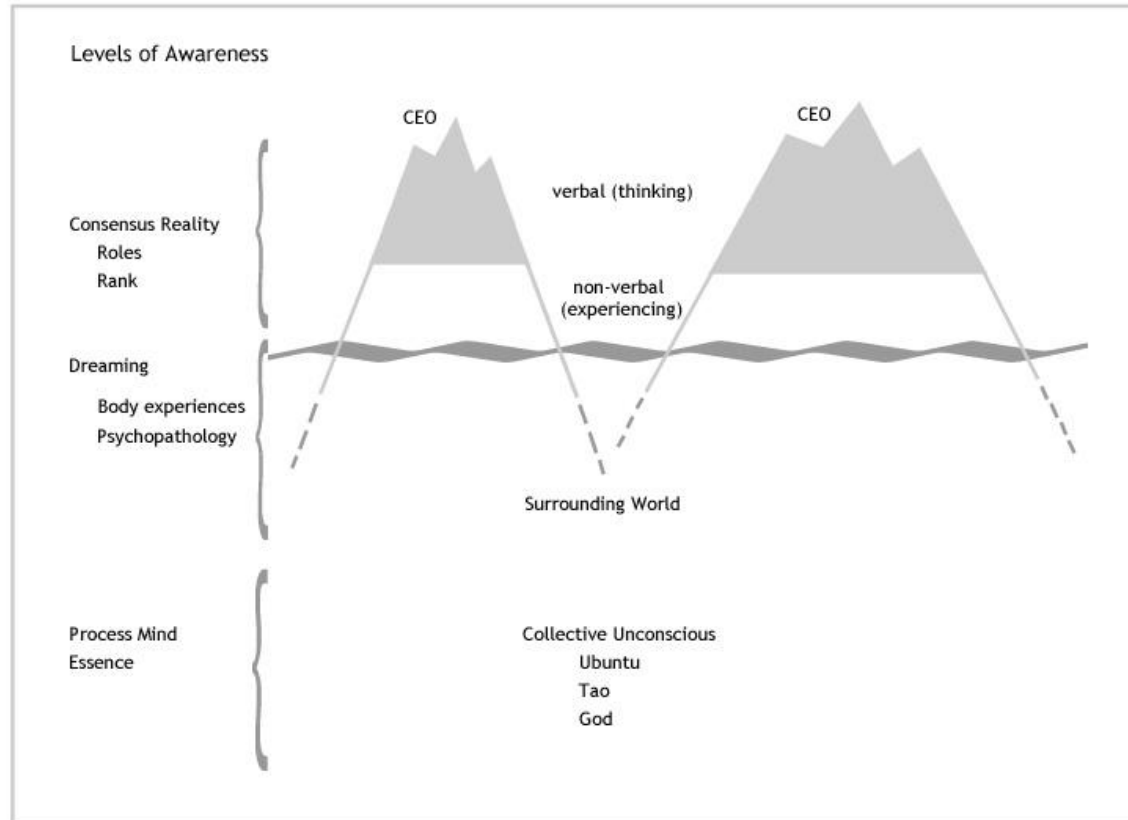
- **Disturbances and Diversity are crucial for life, awareness and consciousness**
- **Aspects of sickness are healthy and can contribute to holistic health**
- **Cultural conceptions of health and normality make people sick (nocebo)**
- **Diversity and Deep Democracy are essential aspects of health**
- **Process-oriented health leadership incorporates Big Health and/or Rainbow Medicine**

Polarities



- **Order and Disorder** (Thermodynamics)
- **Negentropy and Entropy** (Thermodynamics)
- **Symmetry and Asymmetry or the breaking of Symmetry** (Physics)
- **Balance/Equilibrium and Imbalance/Disturbance** (Biomechanics, Finances, Arts)
- **Normal and Abnormal** (Sociology, Physiology, Psychology)
- **Health and Sickness** (Medicine)
- **Peace and Conflict** (Politics)
- **Uniformity and Diversity** (Sociology)

Levels of Awareness



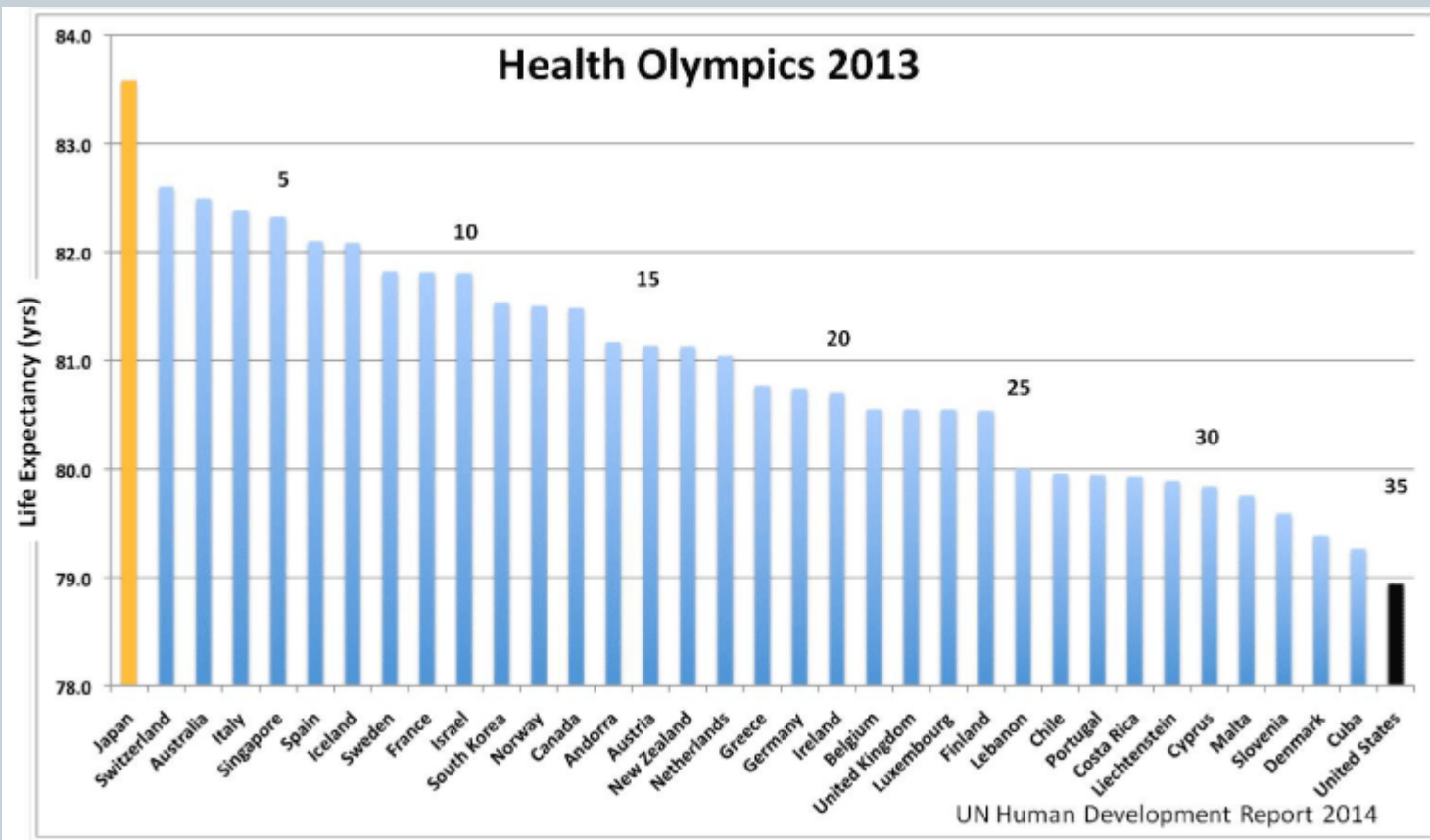
Pierre Morin 2015

Consensus Reality



- **Facts and tasks**
- **Small health/mechanical aspects of health**
- **Norms and values**
- **Rank and social status facts**
- **Social determinants of health, health disparities**
- **Knowledge, expertise, contextual roles**
- **Upstream public health**

Health Olympics



Health Olympics



- **The US has the second highest health expenditure per capita per year (\$8,895)**
- **Switzerland \$8,980, Japan \$ 4,752**
- **US mortality: Age-standardized death rates from noncommunicable diseases: 412.8/100,000 people which ranks the US 29**

World Bank & WHO Report 2012

Health Disparities



- On average individuals with low (social) rank experience more cumulative stress (allostatic load) which leads to earlier death.
- Relative poverty
- Disparity between the rich and the poor: High gap correlates with poor population health.
- Social comparison: Feelings of humiliation, resignation and shame affect our stress physiologies.

Levels of Influence/Rank



Dispositional/personal power/rank – an individual's capacity to influence their actions or those of others

Social

Psychological

Spiritual or Transpersonal

Situational/contextual power/rank – derives from one's momentary roles in a given situation: as a teacher, health care provider, parent, bank teller etc....

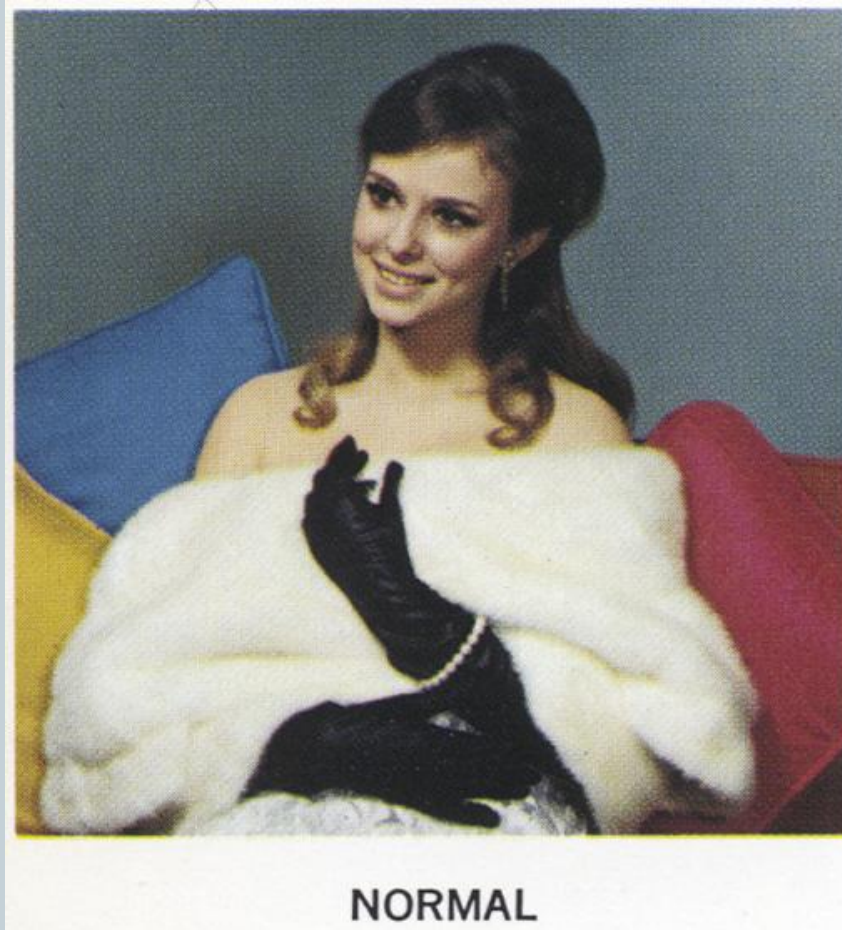
Systemic power/rank – the complex of powerful forces that create situations/environments

Dreaming



- **Diversity and rank dynamics/conflicts/awareness**
- **Marginalized roles and qualities/energies**
- **Symptoms, relationship conflicts and moods**
- **Emotional/psychological components of health**
- **Community relationships, hopes and aspirations**
- **Placebo and nocebo effects**
- **Biases and prejudices**
- **Health as a norm**
- ***Health in Sickness/Sickness in Health***

Meet Shirley



Cultural and Personal Context of Medicine



- **Serious or chronic illness are a sub-culture experience**
- **Patients with a chronic or a serious illness feel marginalized from mainstream culture**
- **Loss of social rank/status is a co-factor in chronic illness**
- **Sense of feeling traumatized by symptom/pain; past history of abuse/trauma**

Process Model of Medicine



The Greek ogre Procrustes and his bed: ignoring/marginalizing dreamlike and creative qualities of life allows us to create a consensual everyday reality and function in life. Marginalized realities reappear embedded in processes we call problems and symptoms. This is a normal or natural process. This cycle helps us become more aware.

Health in Sickness: Zoom In



Kristine Barnett: The Spark: A Mother's Story of Nurturing, Genius, and Autism

Nurturing interest instead of focusing on limitations

Her severely autistic son “liked repetitive behaviors. He would play with a glass and look at the light, twisting it for hours on end. Instead of taking it away, I would give him 50 glasses, fill them with water at different levels and let him explore,” she says. “I surrounded him with whatever he loved.”

Jacob is now a student of theoretical physics with an IQ measured to be higher than Einstein's.

Health in Sickness: Zoom In



Dr. Leo Rangell: Music in the Head: Living at the Brain Mind Border

Because of a medical event after a heart bypass surgery Dr Rangell suffers from musical hallucinations; he hears music and tunes in his head.

The music always has meaning. Like a dream, a fantasy, a symptom, any mental experience that wells up involuntarily from within, the song that is automatic, and the quality and contents of the accompanying music has psychological meaning.

“My Bonnie lies over the ocean, my Bonnie lies over the sea.” is a song he hears on the day of his 67th wedding anniversary! His deceased wife’s ashes were indeed in that ocean.

Health in Sickness: Zoom Out



Andrew Solomon: Far From the Tree: Individuals and communities develop cultural identities around their “illnesses” or “disabilities”.

Horizontal identities: deaf culture, blind culture, ADHD culture, Asperger culture.

David Finch: Journal of Best Practices

Sickness is not only a pathology but an experience of diversity. Aspergerland.

Sickness in Health: Zoom In



Karl who suffered a brain injury. He experiences moderate cognitive changes. To him they are not significant.

His new self conflicts with his old self. The comparison with what is culturally deemed healthy or normal makes him sick.

Concepts of normality and health prioritize the young, slender, and privileged as well as certain communication styles and behaviors. They marginalize individuals who don't conform with these standards and expectations.

Sickness in Health: Zoom Out



A narrow social justice perspective that focuses on health disparities overlooks the strength of marginalized and underprivileged communities.

Counseling, social work, social action, advocacy, “helping” has an aspect of patronizing and reinforcing a role of a victim.

Placebo & Nocebo



Beliefs, values, expectations and attitudes have a “hypnotic” effect. They are powerful medicine both positive and negative.

Bernhard Lown: The Lost Art of Healing: Hope is healing. Patient with a galloping heart beat thought it meant his heart was healthy. His condition improved despite severe heart failure.

Cancer patients will often suffer from nausea before their first dose of chemotherapy.

Health Coaching & Leadership



Coaching: Focuses on motivation, problem solving, coping, changing behaviors, goal setting, action steps etc...

Leadership: Focuses on inspiring, motivating, visioning, understanding diversity and rank/power dynamics, and facilitating.

Leadership includes the integration of community relationships and dynamics through open forums and community dialogues.

Coaching and leadership go hand in hand.

Small Health & Big Health



Small Health: Conventional or mainstream medical notions of health. The “mechanical” aspects of health.

Big Health: Friedrich Nietzsche. Disease and symptoms - both individually and collectively - are a facet of wholeness. They are fishhooks for developing awareness and meaning.

New Health Leadership Model: Addresses both, small and big health. Fosters the self-healing powers of individuals and communities.

Process Mind



- Training awareness versus curing illness
- Symptoms/disturbances/cracks are *koans* meant to increase our consciousness and letting light in
- Dropping our everyday thinking and using awareness to connect with the force of silence in our bodies
- Using the power of our uniqueness and diversity
- There is no sickness or health, just Tao, Nature or Process

Process-oriented Medicine



- Life is a process unfolding toward learning, awareness and growth (teleology/dreaming). This process includes aspects of both consensus reality (CR) and non-consensus reality (NCR).
- The “bug” (crack, disease, conflict, disturbance) is the initial spark for consciousness. It contains the solution.
- Experience is multi-modal; it includes aspects of consensus reality, dreaming and sentient levels.
- With increased awareness you have more choice and can be more fluid.

Process-oriented Medicine



- Diversity (inner and outer) is an essential aspect of life. It is necessary for more awareness and mutual learning. Rank is an essential aspect of experience.
- Parallel worlds, non-locality and complementarity mean that everything is shared; the boundaries are fluid and fuzzy. Interpersonal relationships are part of the whole.
- Medicine is both individual and public/collective. Group process and open forums are integral parts of medicine.
- Interventions are guided by Process awareness and feedback.

Questions for Discussion



What is your vision as a health leader in your family, work and community?

How can you best support the self-healing capacity of yourself/the clients you serve and the communities you/they live in?