NURSES: Institute for Brain Potential (IBP) is accredited as a provider of continuing education by the American Nurses Credentialing Center’s Commission on Accreditation. Institute for Brain Potential is approved as a provider of continuing education by California Board of Registered Nursing Provider #CEP1896, and Florida Board of Nursing. This program provides 6 contact hours.

PHYSICIANS: Institute for Brain Potential is approved by the American Psychological Association to sponsor continuing education for psychologists. Institute for Brain Potential maintains responsibility for this program and its content. This program provides 6 APA credit hours. This program is approved for a maximum of 6 AMA PRA Category 1 CreditsTM. This program is approved by AOTA. This program provides 6 contact hours. Content Level: Intermediate.

PHARMACISTS & PHARMACY TECHNICIANS: Institute for Brain Potential is accredited by the Accrediting Council for Pharmacy Education as a provider of continuing pharmacy education. The interactive webinar is a knowledge-based activity (NABP-CBel #003036, 003037, 003038, 003039, 003184) and will be offered as an on-demand webinar and home study CDs/DVDs are knowledge-based activities with NABP-CBel #003036, 003037, 003038, 003039. Initial release data: 06/24/2019. Planned Expiration Date: 06/24/2022. This program provides 6 hours (1 CEU). This program has been pre-approved by the Florida Board of Pharmacy for 6 hours of continuing education credit.

DENTAL PROFESSIONALS: Institute for Brain Potential provides 6 CE hours. Institute for Brain Potential, NP-D3616, is authorized to confer continuing dental education for psychologists. Institute for Brain Potential is accredited by the Commission on Accreditation of Allied Health Education Programs (CAAHEP) to confer continuing education by the American Dental Association, Commission on Accreditation. Institute for Brain Potential is approved by the California Board of Registered Dentistry Provider #197810. This program provides 6 CEUs. This program is approved by AOTA. This program provides 6 contact hours. Content Level: Intermediate.

CHEMICAL DEPENDENCY PROFESSIONALS: This course has been approved by Institute for Brain Potential, as a NAADAC Approved Education Provider, for 6 CEs. NAADAC Provider #102689; and by the State of California Board of Behavioral Sciences Provider #8969. This program provides a total of 6 CEs, (6 CEUs). This program is approved by the American Academy of Alcohol and Drug Abuse Counseling Exam. It meets the California mandate for renewal of chemist dependency counseling license. This program is approved by APTA chapters. This course meets the criteria for 6.5 clock hours of continuing education credit in this category. APTA# A0000135. This program provides 6 contact hours. This program is approved by the American Alliance of Dental Laboratories as a continuing education credit provider. This program is approved by the Australian Dental Council as a continuing education program.

MASSAGE THERAPIST: Institute for Brain Potential is approved as a CE provider by the Illinois Board of Health, 2250 E. Illinois, 60616. This program is approved to offer 6 CE credits.

SPEECH-LANGUAGE PATHOLOGISTS: Institute for Brain Potential is an approved provider by the California Speech-Language Pathology Board. This program is approved for 6 CEUs. This program is approved by the American Speech-Language-Hearing Association (ASHA), # P2299.

ACUPUNCTURISTS: This course is approved by the California Acupuncture Board, ACU# 5812. This program is approved by the California Attorney General, # PDP247, and by the California Speech-Language Pathology and Audiology Board (SLPAB) #10129. This program is approved by the Colorado Board of Acupuncture Examiners as a continuing education activity. This program is approved for 60 clock hours. This program is approved by the Florida Board of Osteopathic Medicine. This course is approved by the Florida Board of Health. This program is approved by the New Jersey Acupuncture Board. This program is approved by the New York State Board of Dental Examiners. This program is approved by the New York State Board of Physical Therapy. This program is approved by the New York State Department of Education’s State Board for Mental Health Practitioners. This program is approved by the New York State Education Department’s State Board for Mental Health Practitioners as an approved provider of continuing education for licensed marriage and family therapists, #N-0666. The Ohio CSWMT Board accepts continuing education programs approved by NBCC for counselors and ASWB for social workers. This program provides 6 contact hours.

OCCUPATIONAL THERAPISTS: Institute for Brain Potential is accredited by the American Occupational Therapy Association, # 18021218 (AOTA). Institute for Brain Potential: This program does not imply endorsement of specific course content, products, or clinical procedures by AOTA. This program provides 6 contact hours. Content Level: Intermediate. This course is pre-approved by the Florida Board of Occupational Therapy for 6 CEUs.

Home Study Recordings

Valid for CE until June 4, 2022

You may listen to or view the recorded lecture at your convenience and earn home study credit. Expiration date: June 4, 2022.

How We Heal Ourselves And Others: Communicating In Ways That Create Meaningful Change

Interactive Webcast Schedule: The date of the interactive webcast is Wednesday, July 8, 2020. 9 AM, Eastern Daylight Time. Sign-in: 8:30 – 9 AM, program starts: 9 AM, lunch break: 11:30 AM, online Q & A: 12 – 12:30 PM, lecture resumes: 12:30 PM, adjournment: 4 PM. Please register early and sign in 30 minutes before the time of the webcast.

On-Demand Webcast Schedule: You may view the program in segments at your convenience from Monday, July 13, 2020 until Thursday, August 13, 2020. Registrants who sign up for the live webcast may elect to take the on-demand webcast.

Home Study Recording: You may listen to or view the recorded lecture at your convenience until the expiration date: June 4, 2022. Self-study credit is available for all California-licensed health professions listed on the brochure except dietitians and massage therapists.

Confirmation Notices and Certificates of Completion: We will confirm your registration by email or by letter. Please attend even if you do not receive a confirmation. Successful completion includes full attendance, submission of evaluation form and the post-test. Partial completion of the evaluation form and post-test will result in partial credit. No partial credit will be given. Certificates of completion for the live seminar are provided at the time of adjournment, and for the interactive webcast, live webcast, and on-demand webcast are provided by email upon receipt of the evaluation form and post-test.

Transfers and Cancellations: Registrants can transfer to another live seminar or on-demand webcast if space is available. Registrants canceling up to 48 hours before a seminar or webcast can request a full refund less a $15 processing fee or an audio CD or DVD recording of the program with the instructional outline and handouts. Registrants canceling less than 48 hours before a seminar or webcast can request a credit for a future program. The program cannot be held (e.g., an act of God), registrants will receive free admission to a rescheduled program or a full-value voucher, good for one year, for a future program. All requests must be made in writing or online. No IBP program has ever been cancelled as the result of low attendance.

User-Friendly Technical Support: If you are not computer savvy, we can help. Just call us anytime at (650) 486-5532. We have presented webcasts to over 100,000 health professionals since 2013.

24/7 Customer Service: Call (888) 202-9298 to ask about course content, instructions, request accommodations for disability, submit a formal grievance, or remove your name from a list. For other questions, call (866) 652-7414.

Institute for Brain Potential: Since 1984, our non-profit organization (tax ID 77-0026830) has presented informative and practical seminars. IBP is the leading provider of accredited continuing education programs concerning the brain and behavioral sciences.


Realizing Our Healing Potential

- **Understanding the Healing Brain:** the key role of the prefrontal cortex in regulating expectations, interpreting threats and triggering cortisol, an adrenal hormone identified with chronic stress.
- **Identifying Sources of Chronic Stress and Allostatic Load:** a method of assessing stressors at home and at work and their impact on health; the toxic effects of cortisol on the heart, immune system and brain.
- **Understanding the Healing Response:** how increasing predictability and control help to reduce pain, improve immune function, increase restorative sleep and elevate mood.
- **Promoting the Strengths and Virtues of Our Clients:** identifying and activating the client’s strengths and underlying wellness to promote healing of mental and physical illness.
- **Applying Our Own Character Strengths and Virtues:** increasing our effectiveness as health professionals by developing the courage to change and facilitating self-healing.

Communicating In Ways That Can Create Meaningful Change

- **Increasing Predictability and Control Over Key Stressors:** balancing excessive demands at home (e.g., dealing with challenging close relationships) and at work (e.g., clients who are sick, in pain, anxious, vulnerable).
- **Words to Reduce Anger:** keys to disarming upset people and to reducing our own anger.
- **Words to Reduce Anxiety:** restating concerns in a way that provides concrete choices.
- **Words to Elevate Mood:** reframing problems as solvable, temporary, and impersonal; communicating optimism; taking seriously the positive effects of humor and laughter.
- **Setting Limits:** what to say and do when noxious people actively or passively thwart efforts to achieve wellness in another, i.e., passive-aggression, neglect, or indifference.
- **Resolving Conflicts in Close Relations:** how to bring up a sensitive issue and negotiate a realistic solution.

Reducing Discomfort and Pain

- **Expectancy, Conditioning, and the Brain:** anticipation and dopamine; pain relief and the endogenous opioids; activating the dorsal prefrontal cortex to improve positive expectations.
- **What To Say:** words that enhance trust and predictability to decrease pain; words that can unwittingly increase anxiety.
- **What To Do:** combining calming thoughts prior to the use of analgesics; mental control over pain by imagery, distraction, and anxiety reduction.
- **Mindfulness:** how awareness of the moment without judgment increases our professional effectiveness in helping to reduce discomfort and pain in our clients.

Handling Difficult Conversations

- **Learning to Delay a Response:** how to engage the slower wisdom of the prefrontal cortex to prevent an impulsive reply.
- **Identifying Anger Triggers:** how to express concerns in ways that do not evoke the need to attack or to defend.
- **Overcoming Ruminations:** developing habits to objectify recurrent thoughts and reduce the risk of depression.
- **Redefining Distorted Thoughts:** how to restate issues in a way that removes blame or judgment and facilitates problem solving.
- **Overcoming Perfectionism:** how to identify and modify unrealistic self-standards to reduce the risk of exhaustion and burnout.
- **Acquiring Positive Emotional Habits:** key steps in making positive thoughts, feelings and actions automatic.

Applying Positive Psychology

- **Practicing Mindfulness:** quieting the mind to enhance inner awareness and observing our thoughts without judgment.
- **Elevating Positive Emotions:** reframing the past, enjoying the moment and imagining the future in ways that connect us with core our values and beliefs.
- **Enhancing Self-Compassion:** learning to treat ourselves with the quality of compassion we give to others; prioritizing restorative experiences to relieve occupational fatigue.
- **Promoting Acceptance:** how to accept traits in others that are unlikely to change.
- **Practicing the Habits of Happy People:** identifying what really makes us happy and practicing the skills to help make them habitual.

About the Instructor

Paula Butterfield, Ph.D. (Ohio State University) is a nationally celebrated psychologist, clinician, researcher, author, and instructor. Dr. Butterfield has directed the Educational Research and Training Division for the Department of Internal Medicine at Ohio State University and has been a Director of Physician Leadership and Management Education.

The winner of four awards for distinguished teaching, Dr. Butterfield has developed national training programs for over two decades. Her outstanding presentations integrate evidence-based research in the brain and behavioral sciences with essential communication strategies in people who are resistant to change.

An outstanding speaker, Dr. Butterfield uses innovative teaching methods including the use of film clips. Participants commend her insightful, practical and inspiring programs. In addition to Q & A sessions in class, Dr. Butterfield will answer your questions during the second half of the lunch break and by email after the program concludes.