Beyond the Fifth Vital Sign:

**Conceptualization:** “If you cannot explain it simply, you simply don’t understand it!”

Understanding how something works can assist in treating it effectively.

When you know, and understand, it is easier for someone else to as well.

The three faces of pain... (duh duh duuuh)

**Innovation & Intervention:**
* You can help to make a difference...
* Guided by conceptualization...
* Acknowledge pathology, seek health...
* Use what they bring...
* Use what you bring...
* Seriously, having fun...
* Hypnosis is easier than you think...

**Challenges:**

**Physical**
- Because withdrawal sucks...
- Habit/neurological loops...

**Emotional**
- Where are they?
- ~arrested development? Do they have an adult mind with the adult body??
- Primary
- Secondary /-----gains
- Tertiary

**Bu$ine$$ a$ u$ual**
- Are you treating a who or a what??
- Golden rule or the gold rule??