

“*Special Needs by Placebo*”

Programme to Advise, Normalize And Control its European Administration



PANACEA



ASSIGNED TASK

To expose the project

To inspire colleagues to undertake a similar experience

- What inspired PANACEA

- The General Context

- The Needs of the General Context

- Placebo and Nocebo

- How PANACEA has developed over time

- What and Where are the “Special” Needs

- How to meet the “Special” Needs

- Partnership, Associate Partners

- Lesson Learned

- PANACEA today

- Logical framework

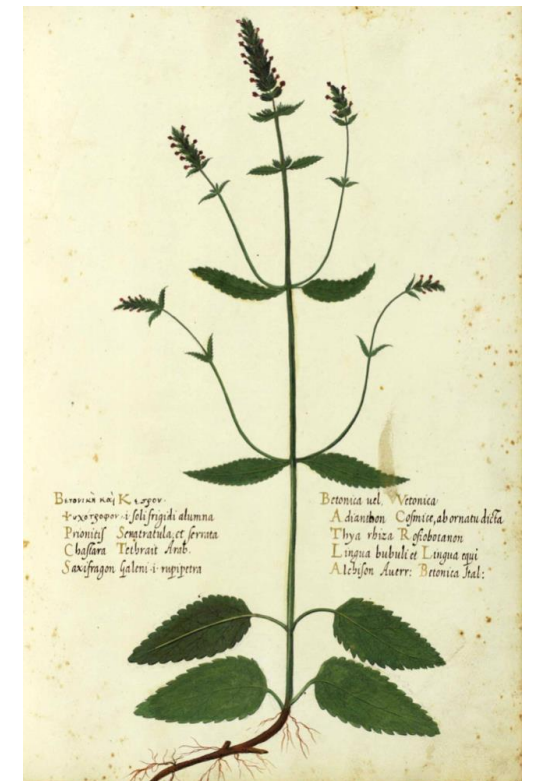
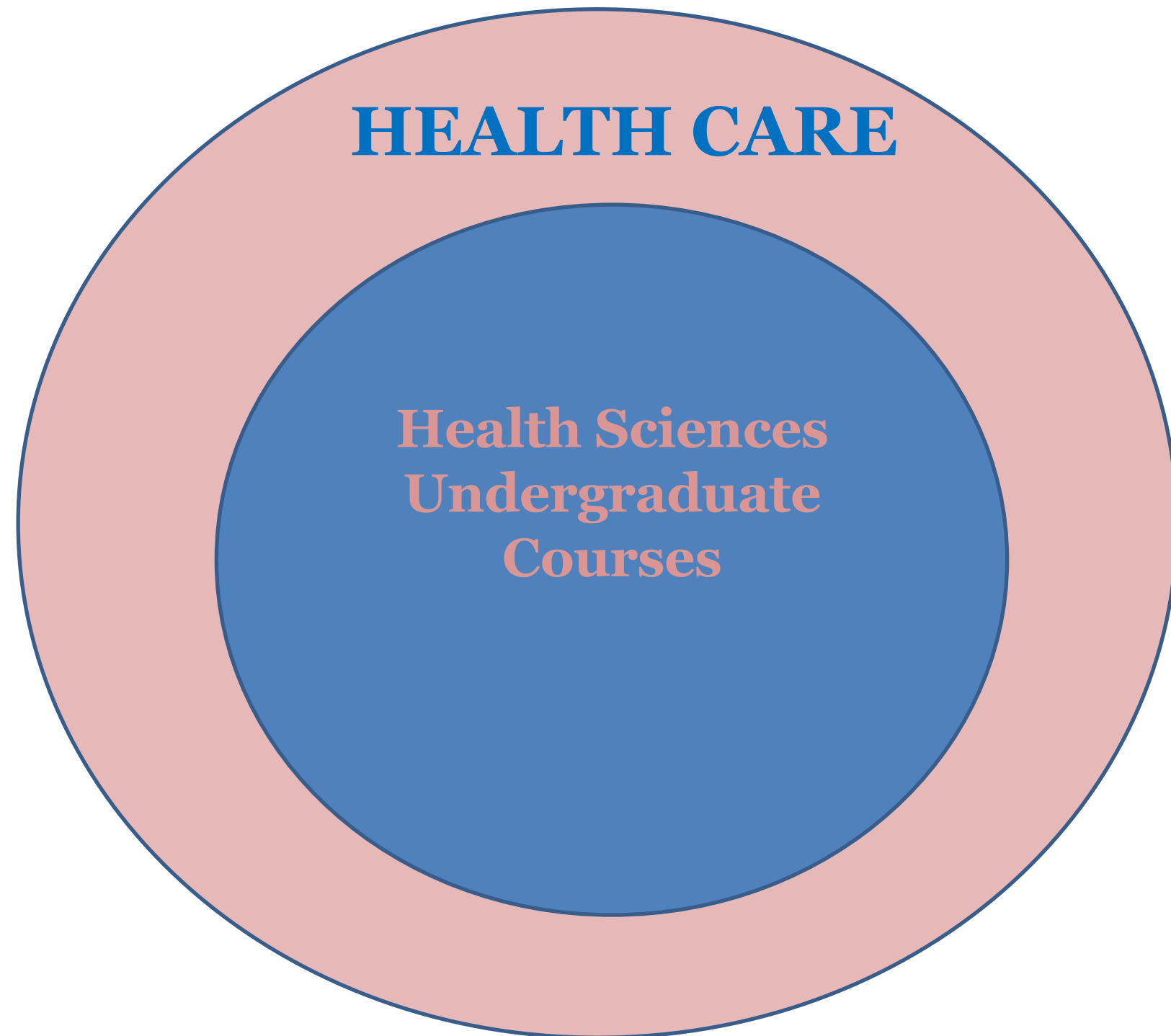
- Meets the Needs



PANACEA

WHAT INSPIRED PANACEA

The General Context



PANACEA

WHAT INSPIRED PANACEA

The Needs of the General Context

- **Practice Need** on Health-Care



- **Educational Need** of health sciences undergraduate students

2011; 33: 6-8 

AMEE GUIDE

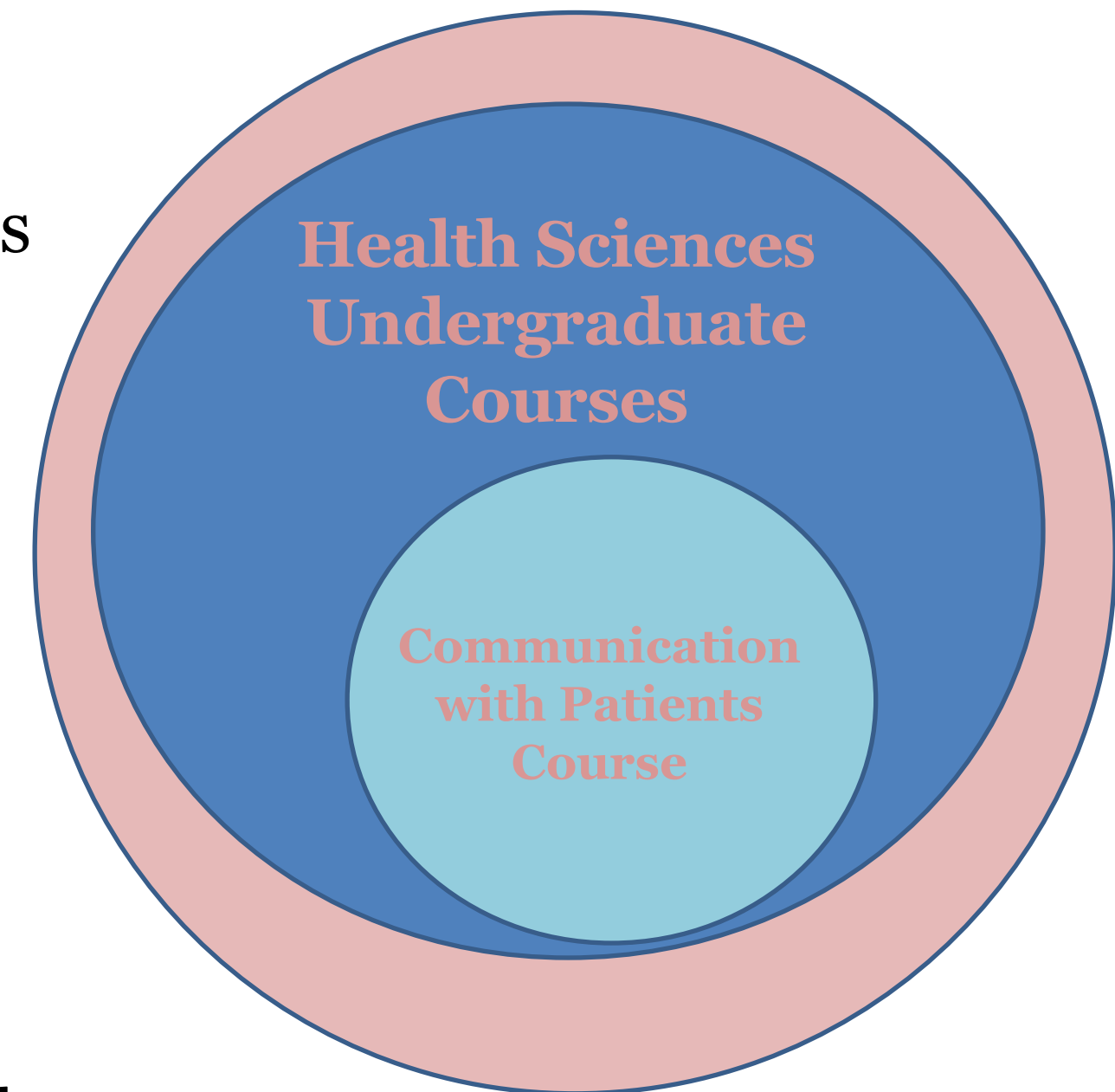
Communication skills: An essential component of medical curricula. Part I: Assessment of clinical communication: AMEE Guide No. 51¹

ANITA LAIDLAW¹ & JO HART²

¹University of St Andrews, UK, ²University of Manchester, UK

Bringing attention on

- communication as an essential tool in taking care
- communication as something able to affect the effectiveness of therapy



WHAT INSPIRED PANACEA

The General Context

Placebo and Nocebo effects

are the most **robust science-based evidence** of the effects of the psychosocial context around the patient and the therapy on clinical outcomes



Placebo-Induced Changes in fMRI in the Anticipation and Experience of Pain

BY TOR D. WAGER, JAMES K. RILLING, EDWARD E. SMITH, ALEX SOKOLIK, KENNETH L. CASEY, RICHARD J. DAVIDSON, STEPHEN M. KOSSLYN, ROBERT M. ROSE, JONATHAN D. COHEN • SCIENCE • VOL. 303, NO. 5661 • 20 FEB 2004 • 1162-1167

The experience of pain arises from both physiological and psychological factors, including one's beliefs and expectations. Thus, placebo treatments that have no intrinsic pharmacological effects may produce analgesia by altering expectations. ...

NEWS

Why do placebos work? Scientists identify key brain pathway

BY DARYL AUSTIN,

27 OCT 2021



... site impacts on brainstem of placebo and "nocebo" effects

RESEARCH ARTICLES

f t in g

Placebo-Induced Changes in fMRI in the Anticipation and Experience of Pain

TOR D. WAGER, JAMES K. RILLING, EDWARD E. SMITH, ALEX SOKOLIK, KENNETH L. CASEY, RICHARD J. DAVIDSON, STEPHEN M. KOSSLYN, ROBERT M. ROSE, AND JONATHAN D. COHEN [Authors Info & Affiliations](#)



Review

A social affective neuroscience perspective on placebo analgesia

Lauren Y. Atlas^{1,2,3,*}



Placebo Effects in Medicine

Ted J. Kaptchuk and Franklin G. Miller, Ph.D.

Placebo effects are often considered the effects of an "inert substance," but that characterization is misleading. In a broad...



The NEW ENGLAND JOURNAL of MEDICINE 2020

REVIEW ARTICLE

Allan H. Ropper, M.D., Editor

Placebo and Nocebo Effects

Luana Colloca, M.D., Ph.D., and Arthur J. Barsky, M.D.

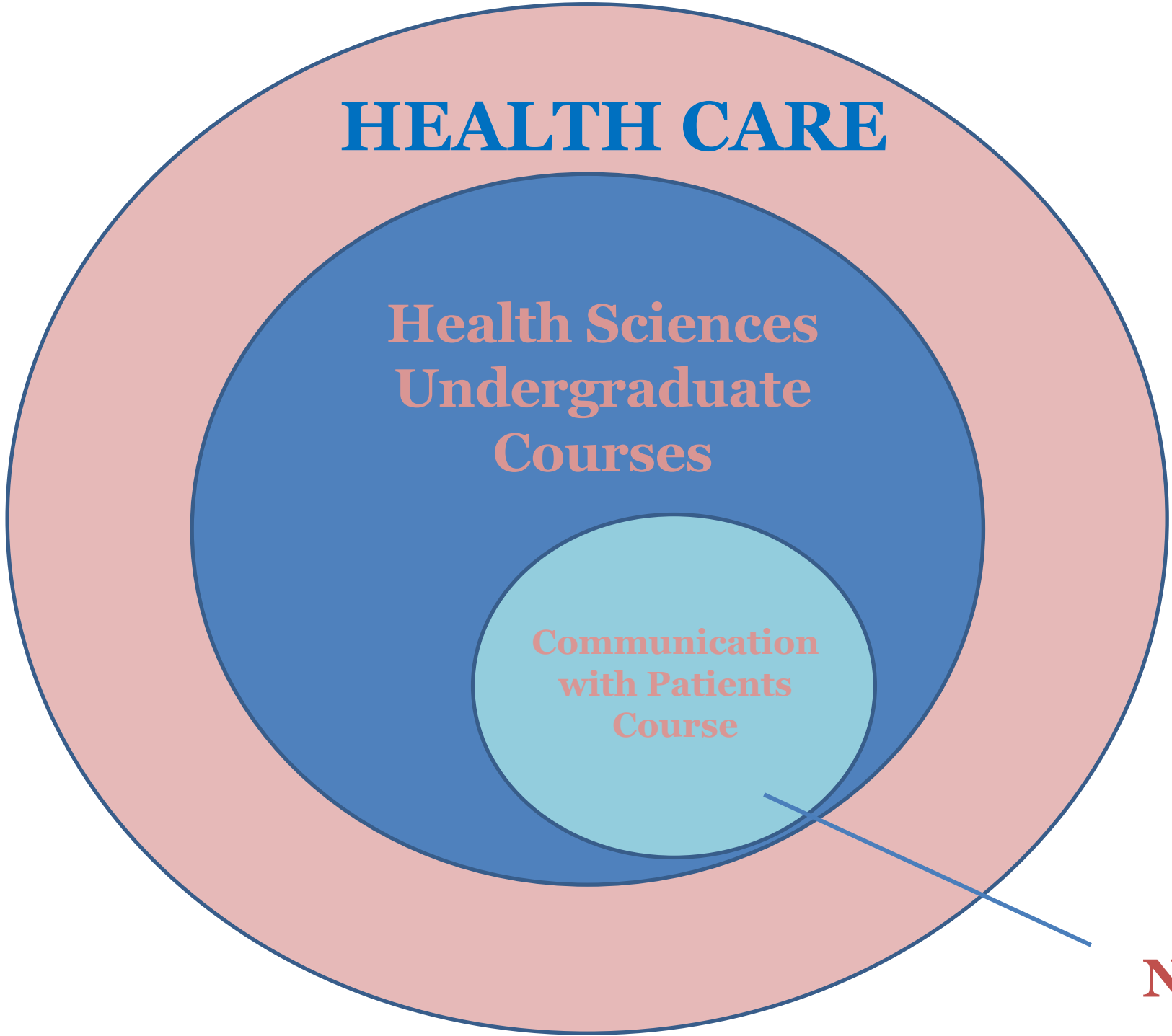
PLACEBO AND THE NEW PHYSIOLOGY OF THE DOCTOR-PATIENT RELATIONSHIP

Fabrizio Benedetti

Physiol Rev 93: 1207-1246, 2013
doi:10.1152/physrev.00043.2012

WHAT INSPIRED PANACEA

The General Context



Placebo and Nocebo effects



PANACEA

WHAT INSPIRED PANACEA

Placebo and Nocebo – What are they?

- Psycho-neuro-biological mechanism **actives any time an individual** is taken care by a health practitioner and **receives a treatment**
- Studies point to the critical role of **expectations** about clinical outcomes that are driven by **learning** through experience (i.e., associative or observational learning), **explicit knowledge and beliefs** (i.e., **verbal information**), **emotion** and personality traits



PLACEBO

Positive Outcome

NOCEBO

Negative Outcome

Not explained only by pharmacological or biological agent

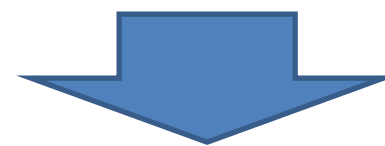
WHAT INSPIRED PANACEA

Placebo and Nocebo – What The Health Care Practice Tells Us

As stated by general practitioners themselves, placebo, as agent or mechanism, is **frequently used** by doctors (e.g., more than **88 %** declare to use placebo), however it is **deliberately administered** without in-depth knowledge of the phenomenon or in accordance with evidence-based recommendations (Louhiala, 2012).

Similarly, health care providers are **not prepared to contain** the occurrence of **nocebo** effect.

There is a **gap between evidence-based knowledge and** their implementation in **clinical practice** (Kaptchuk & Miller, 2015; Evers et al., 2018)



EDUCATION

Harnessing placebo effects and containing nocebo in clinical practice leads to several advantages such as:

- **strengthening the benefit of an active drug** through the appropriate activation of the psychological component;
- **reconsidering the dosage of a drug** in all those cases where the placebo component cannot be activated (patients with altered consciousness or severe cognitive impairment);
- **using placebo effects in situations where there is no effective treatment** (open label placebo);
- using the components of the placebo effect (e.g., expectations, learning) to **reduce drug use** or dosage
- “using” communication as **an effective tool in clinical practice**

● HOW PANACEA HAS DEVELOPED OVER TIME

Placebo and Nocebo – What are the “Special” Needs



I

WHAT

-
- To provide HE students in medical and nursing school and current healthcare professionals with **knowledge** and **competences** about placebo/nocebo mechanisms and their effects on clinical outcomes and assist practitioners' decisions about appropriate use of placebo/nocebo.
 - To support medical HE and VET institutions in enriching **student's curricula** with a specific course on placebo/nocebo.
 - To establish and enhance an effective student-centred **active learning method** on placebo/nocebo knowledge.
-

● HOW PANACEA HAS DEVELOPED OVER TIME
Placebo and Nocebo – Where are the “Special” Needs

2

WHERE



● HOW PANACEA HAS DEVELOPED OVER TIME
Placebo and Nocebo – Where are the “Special” Needs

2

WHERE



HOW PANACEA HAS DEVELOPED OVER TIME

Placebo and Nocebo – How to meet the “Special” Needs

3
HOW

Finanziamenti di Progetti **Erasmus+ 2020**: Procedure interne per la presentazione delle candidature

AREA RELAZIONI INTERNAZIONALI - Staff
A: Direttori di dipartimento; Elisa Montaguti; Maria Elena Bontempi; Silvia Cagnone; Patrizia Romualdi **Altri 63** gio 18/07/2019 13:48
Cc: DIRI - Unità Professionale Progetti Europei **Altri 2**

DIRI_Procedure presentazion...
433 KB

A tutto il personale docente UNIBO
Ai Direttori dei Dipartimenti
Ai Delegati per l'Internazionalizzazione dei Dipartimenti
Ai Responsabili Amministrativi e Gestionali dei Dipartimenti

Gentili Professori,

all'interno del Programma **Erasmus+** sono previste linee di finanziamento di progetti multilaterali finalizzati all'internazionalizzazione, all'innovazione in ambito didattico, alla terza missione e ad attività di cooperazione, da realizzarsi con università europee ed extra europee. Gli uffici del DIRI che forniscono supporto alla progettazione e alla gestione dei progetti **Erasmus+** hanno predisposto le procedure interne per la presentazione delle candidature alla prossima **Call** del Programma, la **Call 2020**, [qui allegate](#).

Nelle procedure troverete indicazioni in merito a

- la documentazione interna da predisporre per la partecipazione a tali progetti (tra cui Delibera del Consiglio di Dipartimento o altro organo delegato)
- le tempistiche e scadenze fissate per richiedere il supporto alla progettazione da parte degli uffici DIRI
- gli uffici competenti per ciascuna azione del Programma **Erasmus+**



Erasmus+

KA220-HED - Cooperation partnerships in higher education

HOW PANACEA HAS DEVELOPED OVER TIME
Partnership

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Una Europa is an alliance of 11
European universities.



Dr. Francesco Girotti

HOW PANACEA HAS DEVELOPED OVER TIME

Partnership



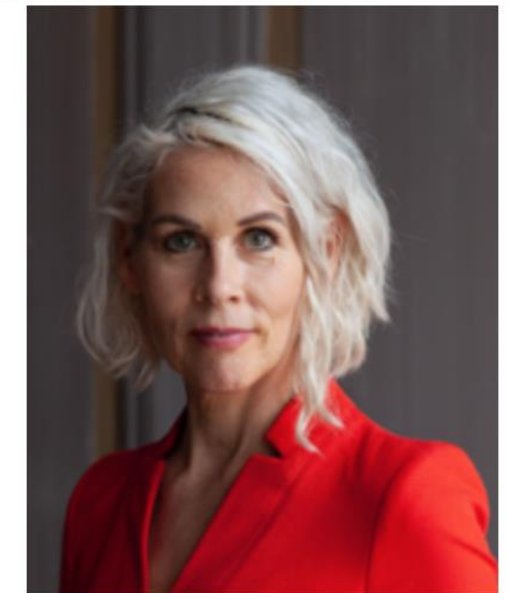
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with WHOM

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Universiteit
Leiden



Prof. Andrea Evers

Psychotherapy
and Psychosomatics

Special Article

Psychother Psychosom 2018;87:204–210
DOI: 10.1159/000490354

Received: March 14, 2018
Accepted after revision: May 22, 2018
Published online: June 12, 2018

Implications of Placebo and Nocebo Effects for Clinical Practice: Expert Consensus

Andrea W.M. Evers^a Luana Colloca^b Charlotte Blease^c Marco Annoni^d Lauren Y. Atlas^e
Fabrizio Benedetti^f Ulrike Bingel^g Christian Büchel^h Claudia Carvalhoⁱ Ben Colagiuri^j
Alia J. Crum^k Paul Enck^l Jens Gaab^m Andrew L. Geersⁿ ~~Thomas H. Hendler^o Kaya D. Johnson^p~~
Irving Kirsch^q Karin Meissner^r Vitaly Napadow^s Kaya J. Winfried Rief^t Lene Vase^v Tor D. Wager^w Bruce E. War
Katja Wiech^x Ted J. Kaptchuk^y Regine Klinger^z John I.



PAIN® 152 (2011) 1486–1494

PAIN®

www.elsevier.com/locate/pain

Induction of nocebo and placebo effects on itch and pain by verbal suggestions

Antoinette I.M. van Laarhoven^{a,*}, Michiel L. Vogelaar^a, Oliver H. Wilder-Smith^b, Piet L.C.M. van Riel^c,
Peter C.M. van de Kerkhof^d, Floris W. Kraaijmaat^a, Andrea W.M. Evers^a

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Placebo and Pain Research: From Bench-to-Bedside and Beyond
Research Paper

OPEN



**Placebo and nocebo effects and operant
pain-related avoidance learning**

Thomas Janssens^{a,*}, Ann Meulders^{a,b}, Bien Cuyvers^a, Luana Colloca^{c,d,e}, Johan W.S. Vlaeyen^{a,b}



**Learning to predict and control harmful events:
chronic pain and conditioning**

Johan W.S. Vlaeyen^{a,b,c,*}



Prof. Johan Vlaeyen

HOW PANACEA HAS DEVELOPED OVER TIME

Partnership



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JAGIELLONIAN
UNIVERSITY
IN KRAKOW



Dr. Marek Oleszczyk



Prof. Adam Windak

Krztoń-Królewiecka et al. *BMC Family Practice* (2020) 21:118
<https://doi.org/10.1186/s12875-020-01190-1>

BMC Family Practice

RESEARCH ARTICLE Open Access

Do Polish primary care physicians meet the expectations of their patients? An analysis of Polish QUALICOPC data

Anna Krztoń-Królewiecka^{1,2*}, Marek Oleszczyk^{1,2} and Adam Windak^{1,2}



Pain Medicine, 23(1), 2022, 81–88
doi: 10.1093/pm/pnab299
Advance Access Publication Date: 11 October 2021
Original Research Article



SPECIAL POPULATIONS SECTION

The Effect of the Model's Social Status on Placebo Analgesia Induced by Social Observational Learning

Helena Bieniek, MA, and Przemysław Bąbel, PhD



Prof. Przemysław Babel

USASP
US ASSOCIATION FOR THE STUDY OF PAIN



The Journal of Pain, Vol 22, No 12 (December), 2021: pp 1672–1680
Available online at www.jpain.org and www.sciencedirect.com

The Role of the Observers' Perception of a Model's Self-Confidence in Observationally Induced Placebo Analgesia

Justyna Brączyk, and Przemysław Bąbel
Jagiellonian University, Institute of Psychology, Pain Research Group, Kraków, Poland



● HOW PANACEA HAS DEVELOPED OVER TIME
Partnership

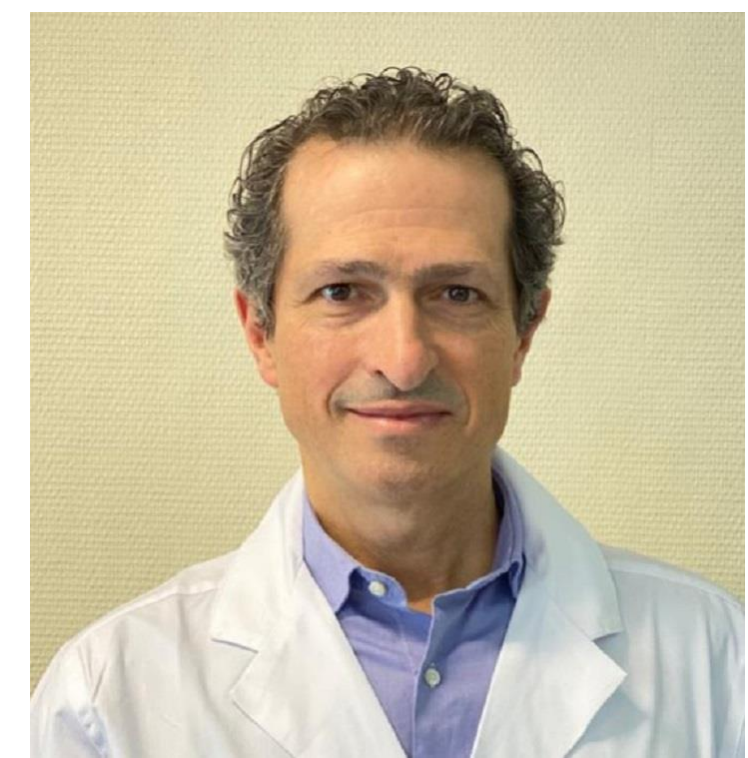
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COMPLUTENSE
MADRID



Prof. Antonio Portoles

The Journal of
Clinical Pharmacology
Official Publication of the American College of Clinical Pharmacology

Full Access

Effects of *Hypericum perforatum* on Ivabradine Pharmacokinetics
in Healthy Volunteers: An Open-Label, Pharmacokinetic
Interaction Clinical Trial

Dr A. Portolés MD, PhD ✉, Dr A. Terleira MD, PhD, Dr A. Calvo MD, Ms I. Martínez, Dr G. Resplandy MD

CLINICAL INVESTIGATIONS

**Effect of adverse drug reactions on length of stay in surgical
intensive care units**

Vargas, Emilio MD, PhD; Terleira, Ana MD, PhD; Hernando, Fernando MD, PhD; Perez, Elia PhD; Cordon, Carmen; Moreno, Alfonso MD,
PhD; Portolés, Antonio MD, PhD

Author Information

HOW PANACEA HAS DEVELOPED OVER TIME
Partnership

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The European Pain Federation EFIC is a non-profit organisation representing healthcare professionals in the fields of pain management and pain science.



Dr. Mary O'Keeffe



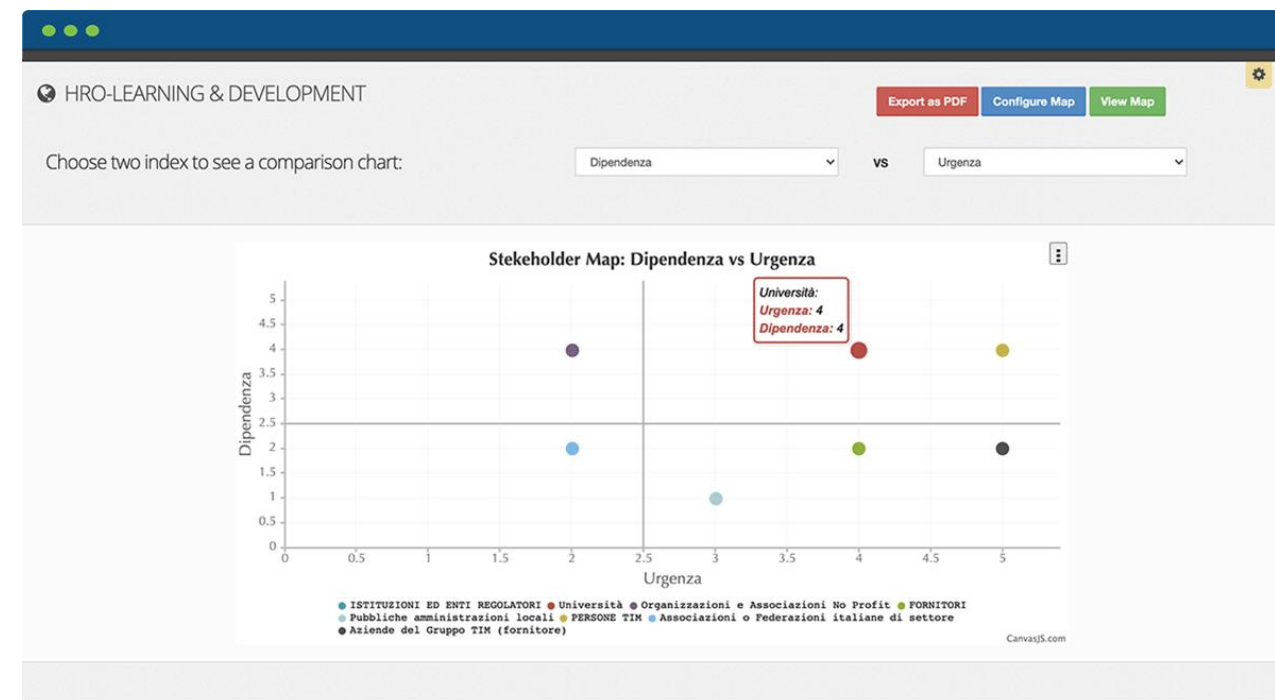
Dr. Sam Kynman

HOW PANACEA HAS DEVELOPED OVER TIME

Partnership

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Alberico Tremigliozi

- HOW PANACEA HAS DEVELOPED OVER TIME
Associate Partners



2

WHERE



*Society for Interdisciplinary
Placebo Studies*



SIMG SOCIETÀ ITALIANA DI
MEDICINA GENERALE
E DELLE CURE PRIMARIE



College of Family Physicians
in Poland

HOW PANACEA HAS DEVELOPED OVER TIME

Partnership

2

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Quality of the partnership and cooperation arrangements

Built on previous cooperation (e.g. Una Europa), the consortium includes five experienced universities from five countries, one association and one SME, showing a good level of complementarity by encompassing qualified cross-sectoral expertise (e.g. psychology, medicine, pharmacology, neuropsychology, pedagogy, nursing, ICT, etc.). The network reflects a credible interdisciplinary approach.

● HOW PANACEA HAS DEVELOPED OVER TIME

Lesson Learned From Previous Unsuccessful Application

3

HOW

-
- Be simple
 - Be bound by concrete results
 - Do not be too ambitious
 - Be balanced between educational need and evidence-based knowledge
-
-

HOW PANACEA HAS DEVELOPED OVER TIME

LAST but not LEAST



3
HOW

The screenshot shows a Microsoft Teams meeting interface. At the top, the meeting title is "Arianna Bagnis, Barbara Vetturini". The status bar indicates "13:44" and "Richiedi controllo". The meeting controls include "Partecipanti", "Chat", "Reazioni", "Altro", "Webcam", "Microfono", "Condividi", and "Abbandona". A notification banner states "Registrazione e trascrizione avviate. Comunica ai partecipanti che la registrazione e la trascrizione sono in corso. [Informativa sulla privacy](#) Ignora".

The main content is a Microsoft Word document titled "Impact.docx" in the "Revisione" (Review) tab. The document text includes:

- A bullet point: "Please describe the potential **wider impact** of your project: Will the impact be equally spread among the **involved organisations**? What is the potential impact of the project on each participating organisation as a whole? Are there other groups or organisations at local, regional, national or European level that will benefit from your project? Please explain how. (3000 caratteri)"

The project has the potential to positively impact on several beneficiaries in terms of the development of specific skills and international mindset. PANACEA is expected to have an outstanding impact in medical education as well as in clinical practice, both on its participants and participating organisations, and on their wider communities.

PANACEA will have a significant impact on the **partners organizations** (i.e., universities and EFIC) involved in the project and external stakeholders (e.g., associated partners) that will be reached through the dissemination events.

IMPACT ON PARTNERS ORGANIZATION

 - Adotteranno ed useranno risultati?
 - A seguito dell'adozione, cosa cambierà nel fare teaching and learning a livello di **università**?
 - Come cambierà l'offerta formativa e le metodologie didattiche nelle **università partner**? Il famoso gap e gli obiettivi specifici come cambieranno le università partner?
 - A livello individuale dei docenti e degli studenti e **practitioner coinvolti**?

Dopo possiamo aggiungere quanto segue, ma prima dobbiamo concretamente spiegare cosa avviene nelle istituzioni partner a fronte dell'adozione dei risultati.

All partners will become hubs for a more extended international network of institutions committed to reduce the knowledge lacuna on placebo/nocebo effect and the gap between empirical findings

At the bottom of the Word window, it shows "Pagina 2 di 4", "11 di 2144 parole", and "Inglese (Regno Unito)".

On the right side of the Teams window, there are three video thumbnails of participants: Barbara Vetturini (top), Arianna Bagnis (middle), and another participant (bottom).

PANACEA today
Logical Framework



3

HOW

GENERAL OBJECTIVE
PANACEA aims to contribute to reducing the gap between placebo/nocebo scientific evidence and clinical practice of the future, i.e., HE students in medicine and nursing, and of today healthcare professionals.

SO1_KNOWLEDGE and PRACTICE
To increase knowledge on placebo/nocebo effect on HE students and guide healthcare professionals in clinical practice

SO2_TEACHING:
To face the limitation in teaching placebo/nocebo effect in medical and nursing curricula.

SO3_INNOVATE LEARNING:
to establishing and enhance an effective, inclusive and harmonize learning method on placebo/nocebo effect

SO4_DISSEMINATION:
to disseminate the project results to target groups inside and outside the partnership

WP1: PANACEA learning materials and guidelines on placebo/nocebo effect

WP2: PANACEA syllabus for best teaching the placebo/nocebo effect

WP3: PANACEA webApp to improve the learning experience

WP4: PANACEA project results dissemination

Activities:
1.1 Planning and organization
1.2 Evidence-based content collection: literature review
1.3 Practice -based content collection: symposium
1.4 Content definition
1.5 Drafting of the first version of PLM
1.6 Drafting the first version of PGPN
1.7 Expert and internal evaluation
1.8 Drafting the final version of PLM
1.9 Drafting the final version of PGPN

Activities:
2.1 Planning and organization
2.2 Content definition: learning outcomes
2.3 Content definition: teaching and assessment methods
2.4 Drafting the first versions of PCS
2.5 PCS piloting and evaluation: development of questionnaire
2.6 PCS piloting and evaluation: trial semester
2.7 Drafting the final version of PCS

Activities:
3.1 Analysis and requirements definition
3.2 Planning and organization
3.3 Evidence- based content adaptation
3.4 Practice – based content adaptation
3.5 Assessment content definition
3.6 PWA technical analysis
3.7 Back end and front-end development
3.8 Piloting: preparation phase
3.9 Piloting and evaluation: summer school
3.10 Rollout and maintenance

Activities:
4.1 Planning and organization
4.2 Creation of project branding and social media profiles
4.3 Creation of project website
4.4 Online Dissemination
4.5 Dissemination: PANACEA Days
4.6 Evaluation: PANACEA Days
4.7 Dissemination: Final conference
4.8 Evaluation: final conference

● PANACEA today
Meets the Needs



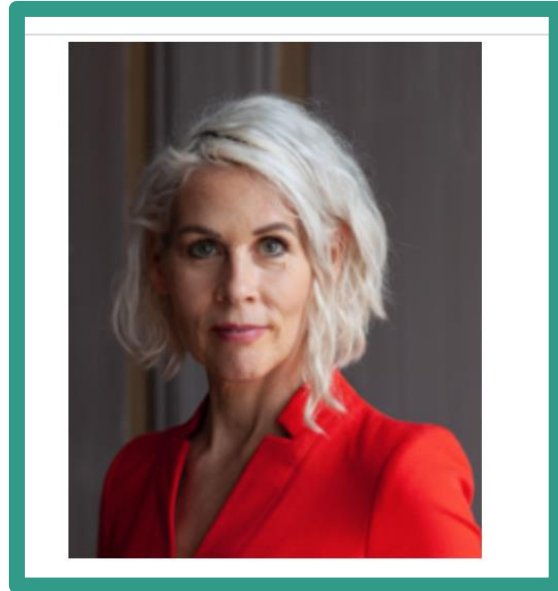
-
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 - To support medical HE and VET institutions in enriching **student's curricula** with a specific course on placebo/nocebo.
 - To establish and enhance an effective student-centred **active learning method** on placebo/nocebo knowledge.
 - To produce **learning materials** and **guidelines** describing recommendations based on scientific evidence
 - To produce a **course syllabus** with recommendations and information about course overview, course content (i.e., learning materials and guidelines).
 - To produce an **interactive webApp** consists of three sections: i) learning; ii) engagement; iii) gamification

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WHAT



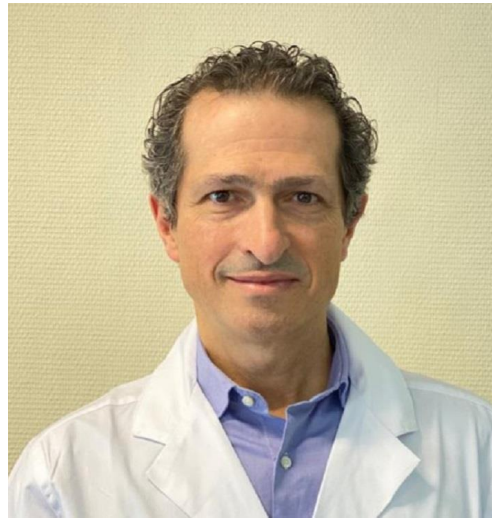
PANACEA
Special Thanks



● PANACEA
Cooperation Partnership



Co-funded by the
Erasmus+ Programme
of the European Union



Kick-Off Meeting
15th January 2023
In Madrid we will finally take a photo
together in person!



PANACEA

