

Dr Elvira Lang's short biography

Elvira Lang-Anderson, MD, PhD is an award-winning interventional radiologist known for her research on the clinical effectiveness and cost savings of nonpharmacologic analgesia adjuncts used before and during medical procedures. She held faculty positions at the University of Heidelberg, Stanford University, the University of Iowa, and Harvard Medical School. Through a robust government-funded research program, Dr. Lang conducted three large-scale prospective randomized trials involving over 700 patients, demonstrating that simple guidance into self-hypnotic relaxation on the procedure table reduces pain, anxiety, medication use, and complications. In more than 170 research papers and book chapters, Dr. Lang-Anderson has explored medical procedures and provider–patient interactions, as well as the influence of age and personality on outcomes. She developed and rigorously tested training in advanced rapport-building and hypnoidal language designed for busy healthcare professionals. This work culminated in the creation of Comfort Talk®, a method that has since been adopted internationally. She has overseen further multicenter trials training MRI teams in Comfort Talk®, encompassing more than 125,000 patient visits and resulting in significantly improved patient satisfaction and procedural success rates. These studies also showed significant cost savings for the practices that adopted these techniques—an increasingly important factor in today's healthcare systems. Today, Comfort Talk® training continues to be implemented in clinical environments around the world, helping procedure teams reduce patient distress, increase cooperation, and improve staff efficiency and morale—all without extending procedure time. In high-stress clinical settings where burnout and staff shortages are widespread, Comfort Talk® has helped reintroduce meaning and reward. When patients feel genuinely cared for and express their gratitude, staff are more likely to stay and thrive. In this way, Comfort Talk® brings to life the ESH 2026 Congress theme: “Let Hypnosis Guide You to Inner Peace.” Her research and innovation have been recognized with the Ernest R. Hilgard Award from the International Society of Hypnosis and the APA Division 30 Award for Distinguished Contributions to Scientific Hypnosis. She is the co-author of *Patient Sedation Without Medication* and the author of *Managing Your Medical Experience*. Her work has been widely featured in the popular press and on television.