



The Science of Perception

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Three Steps

Step One:

Pause and recognize how the mind has been conditioned

Step Two:

Be Present and focus on one thing well

Step Three:

Connect to authentic beauty and joy

Step One:

Pause and recognize how the mind has been conditioned

It all starts with Perception.... How we see the world

Genius means little more than
the faculty of perceiving in an
un-habitual way

-William James

Which thumb on top?



Word Association with....



America= #1 Answer = Guilt

France= #1 Answer = Celebration!

Rozin, P. et al. Lay American Conceptions of Nutrition.
Health Psychology. 15(6);1996

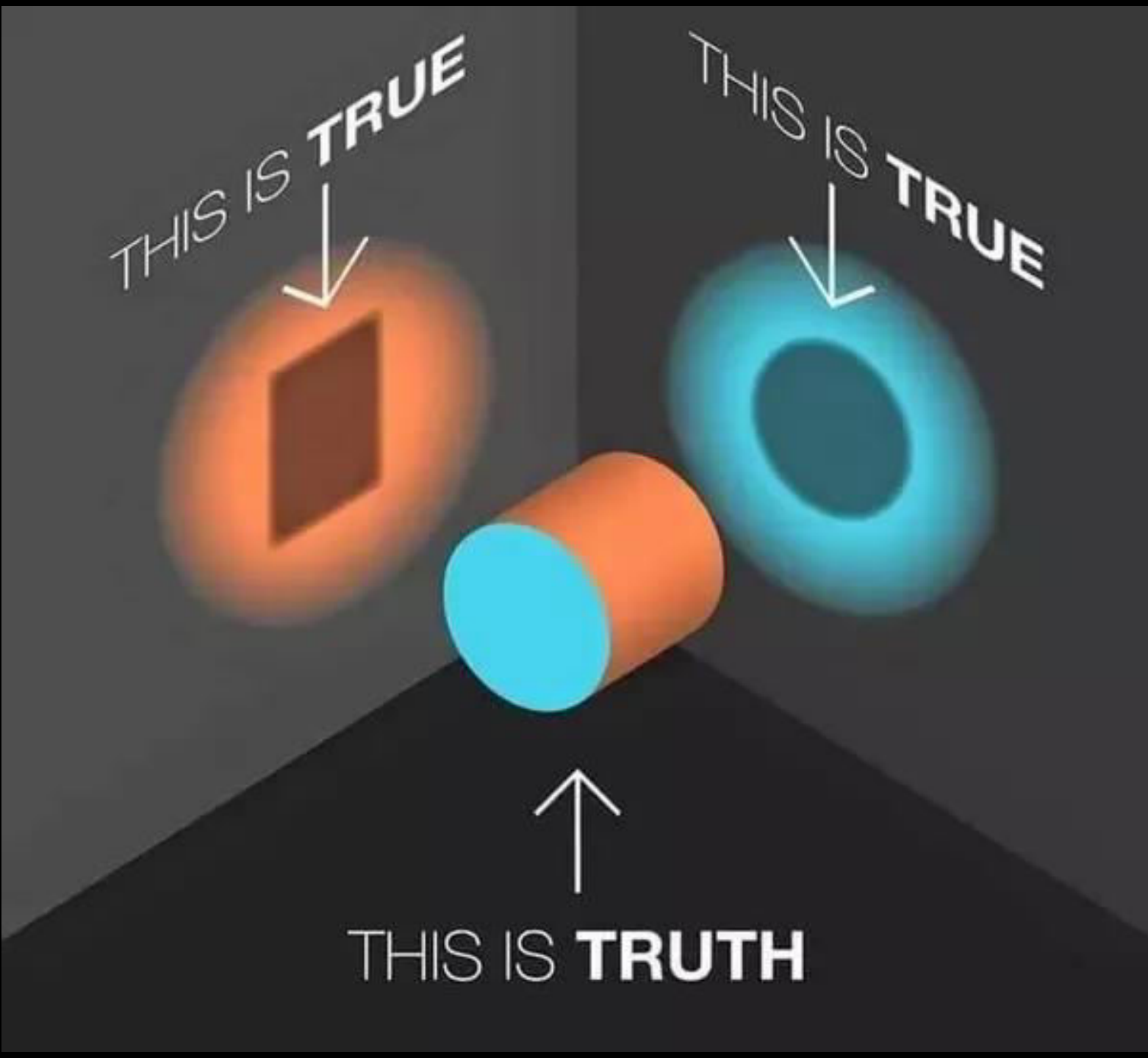
Seeing through the child's eye.....



THIS IS **TRUE**

THIS IS **TRUE**

THIS IS **TRUTH**



#1 Recognize the Conditioned Mind

8 “sane” people admitted to different psych hospitals



- 4 Psychologists
- 1 Psychiatrist
- 1 Pediatrician
- 1 Painter
- 1 Homemaker

All given the
diagnosis of
Schizophrenia in
remission

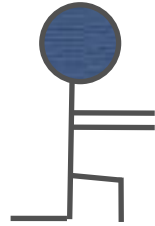
Average length of
stay:

19 DAYS
(7-52 days)

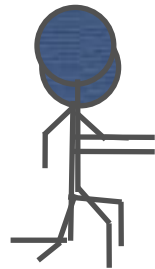
Rosenhan DL, Science Vol. 179, 1973

From Jerusalem to Jericho: a study of situational and dispositional variables in helping behavior.

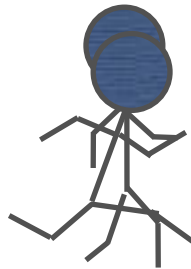
J Personality and Social Psychol. 1973;27:100-108



Group #1



Group #2

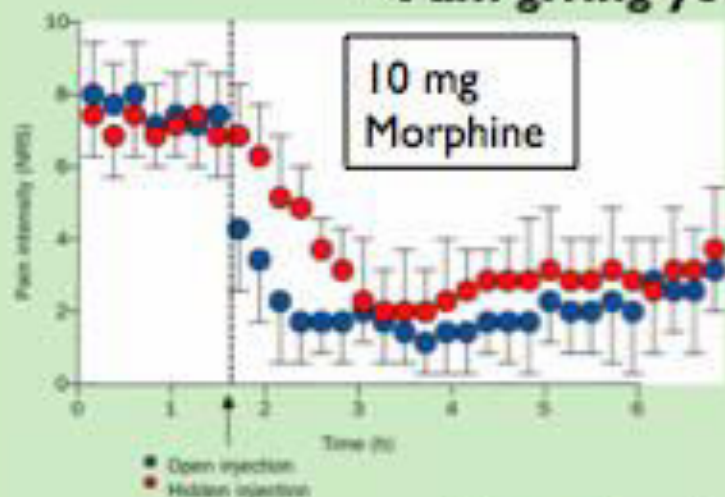


Group #3

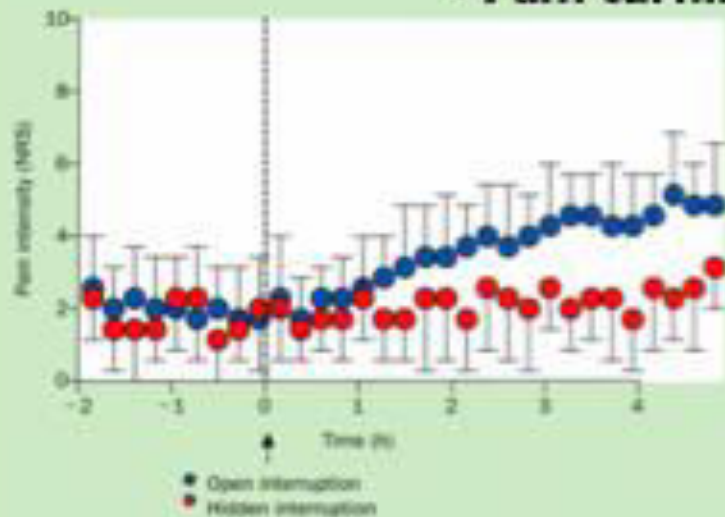


Pain

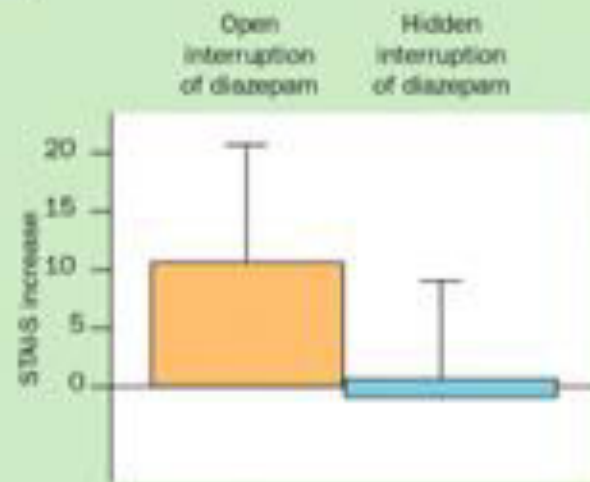
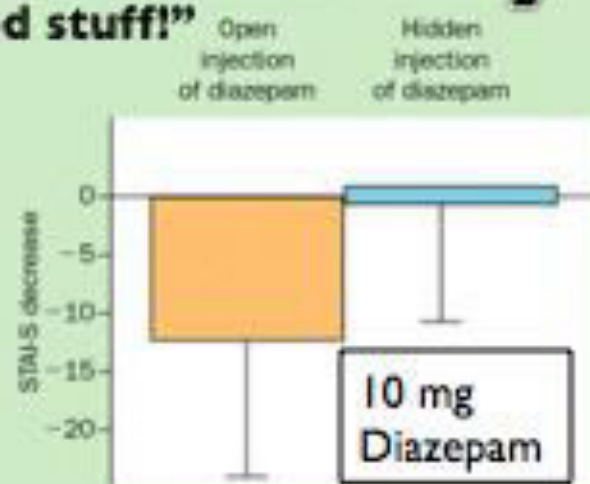
"I am giving you the good stuff!"



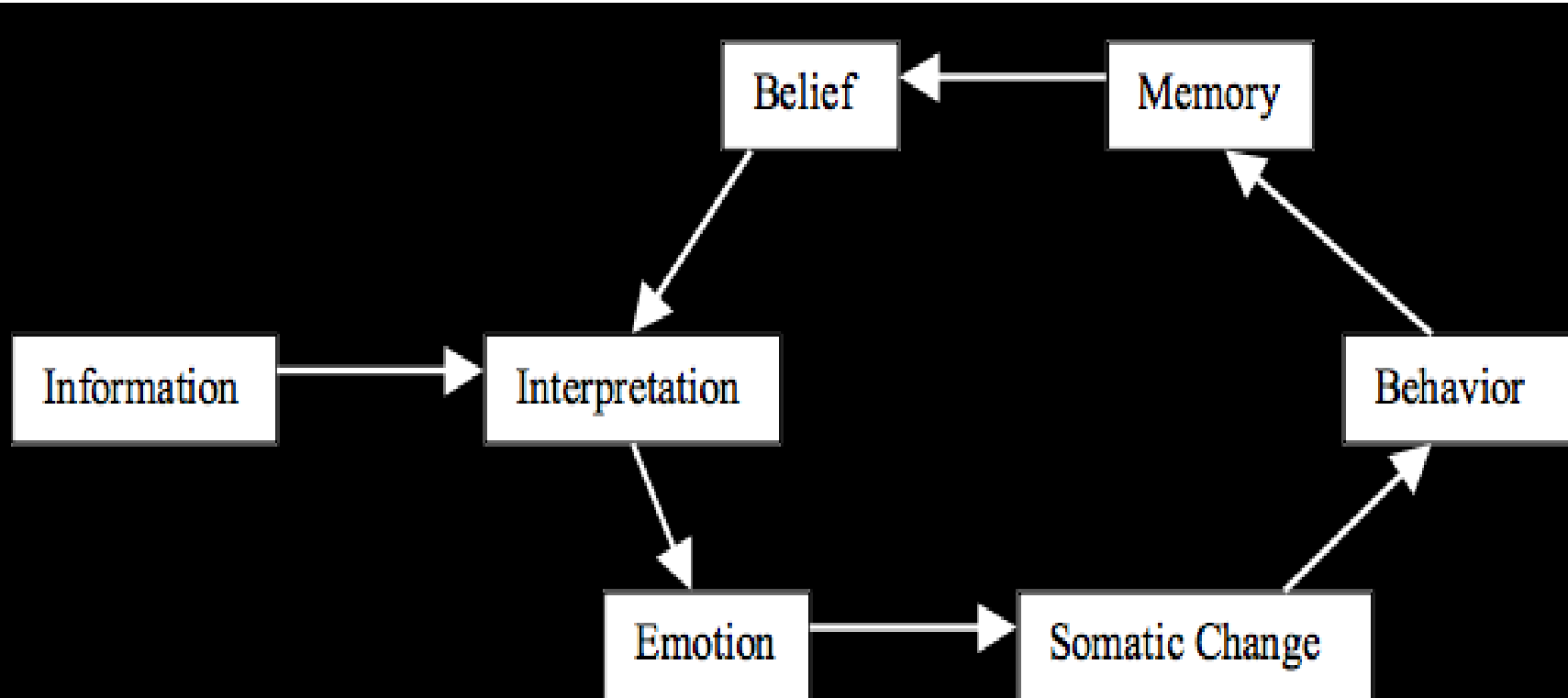
"I am turning off the good stuff"



Anxiety

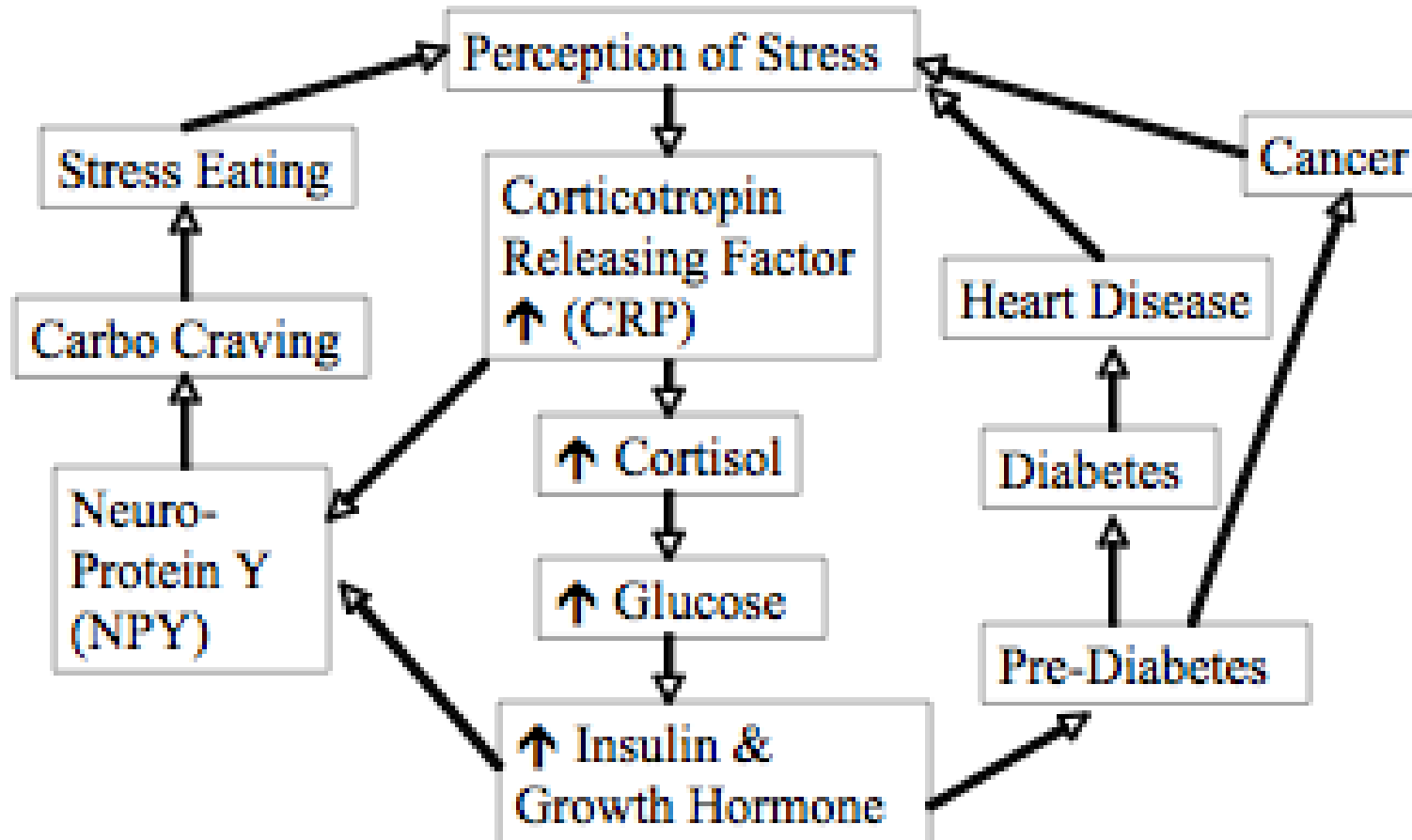


The Info-Medical Cycle

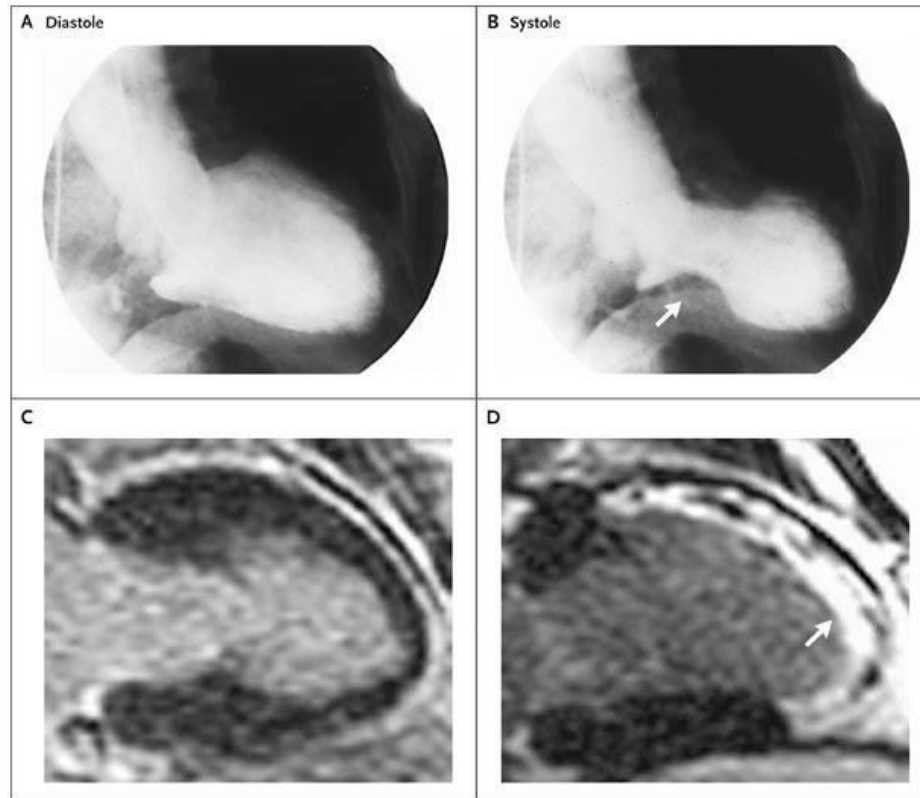


Rakel D, Shapiro D, Textbook of Family Medicine. 6th Ed.

How the Non-Physical (emotion) becomes physical (disease)



Reversible cardiomyopathy with severe emotional stress



- 19 pts w/ LV dysfunction post emotional stress
- EF = 20%
- Prolonged Q-T
- ↑ Monocyte infiltration
- Mod ↑ Troponin I
- ↑ catecholamines

NEJM. 2005;352;539-548



Ingredients:

4 c flour

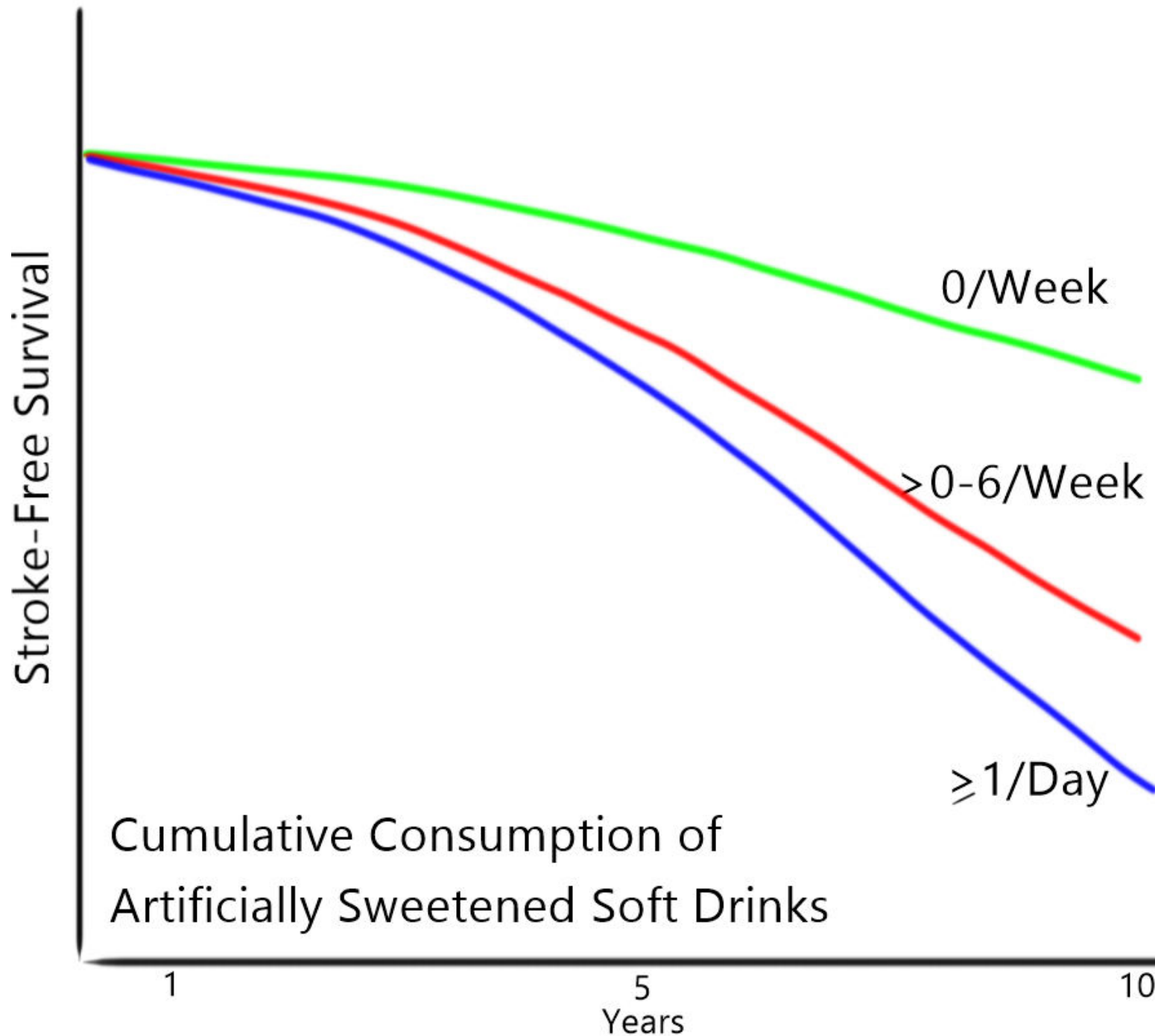
1 Tbsp baking powder

1 tsp salt

2 Tbsp powdered milk

1 1/2 c warm water

1 c shortening



Aspartame =
↑formaldehyde
= leaky brain

Cumulative Consumption of
Artificially Sweetened Soft Drinks

Pase MP et al, Sugar and Artificially Sweetened Beverages and the Risks of Incident Stroke and Dementia: A Prospective Cohort Study. *Stroke*. May, 2017

Sweetness > Sugar

Aspartame = 200x Sweeter



Saccharin = 500x Sweeter



Sucralose = 600x Sweeter

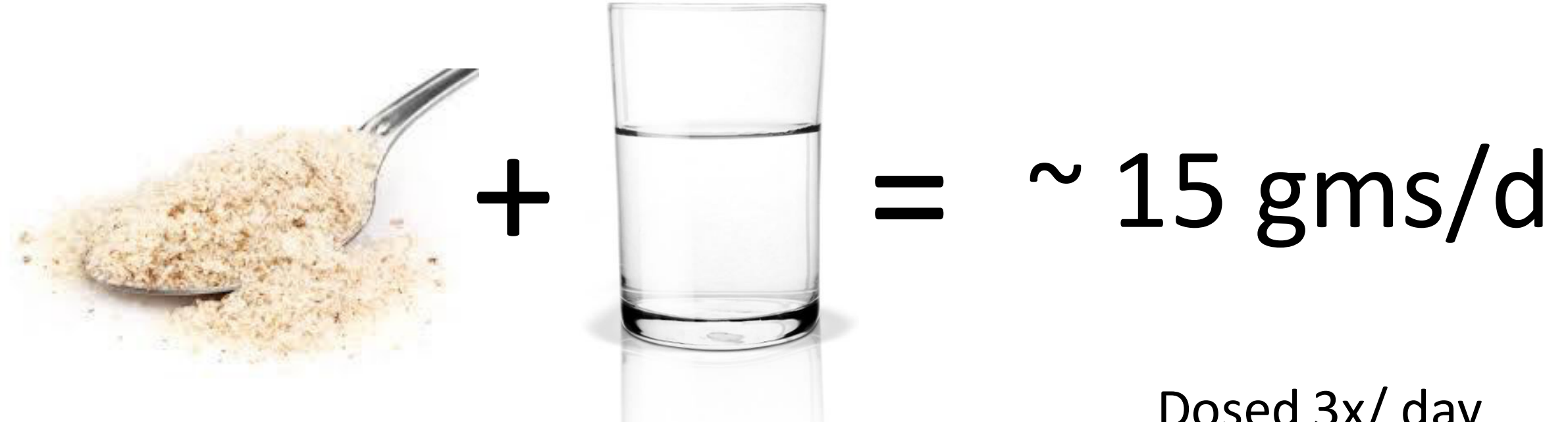


Advantame = 20,000x Sweeter



Sylvetsky AC, Rother KI. Nonnutritive Sweeteners in Weight Management and Chronic Disease: A Review. Obesity. 26, 635-640.2018.

Goal to reduce Hgb A1C by 0.58% = 13.1 gms of Soluble Fiber Daily



1 Tbsp = 5 gms
fiber

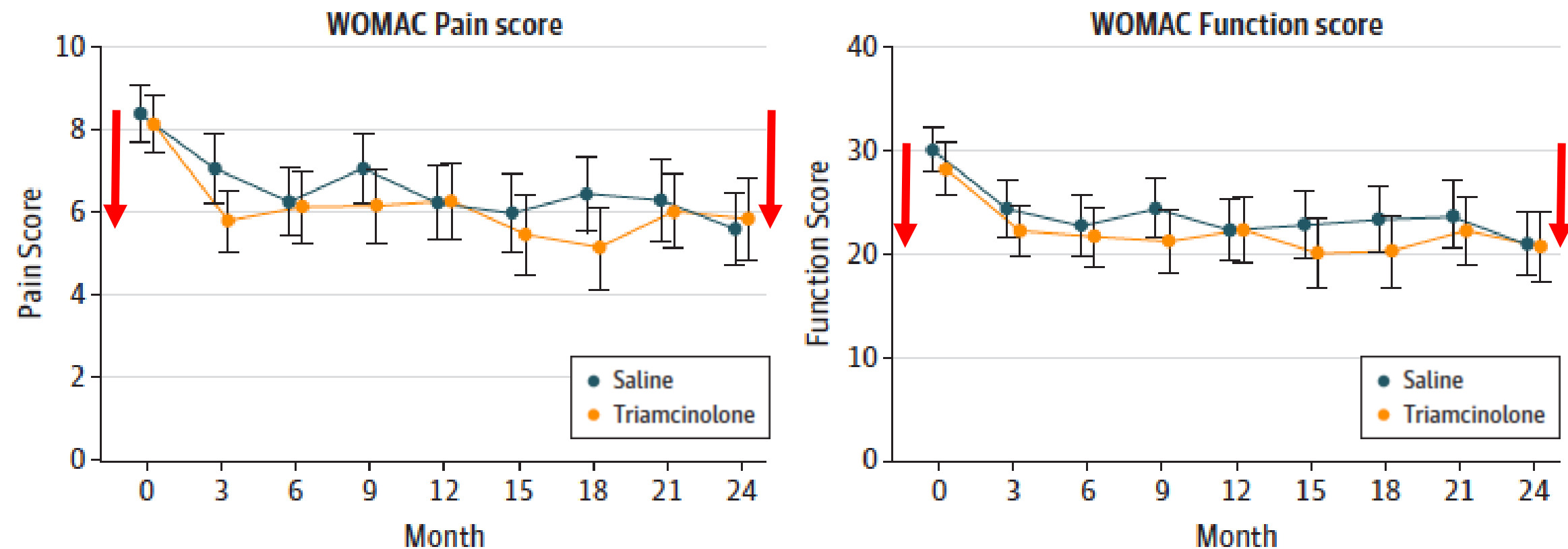
8-10 oz of Water

Dosed 3x/ day
before meals

(Range 2.5 - 7 gms/d)

Jovanovski E, Khayyat R, Zurbau A, et al. Should Viscous Fiber Supplements Be Considered in Diabetes Control? Results From a Systematic Review and Meta-analysis of Randomized Controlled Trials. Diabetes Care

Figure 2. Pain and Function Scores of Patients With Knee Osteoarthritis Treated With Triamcinolone vs Saline



McAlindon TE, LaValley MP, Harvey WF, et al. Effect of Intra-articular Triamcinolone vs Saline on Knee Cartilage Volume and Pain in Patients With Knee Osteoarthritis: A Randomized Clinical Trial. JAMA 2017;317:1967-75.

Would placing a stent for an 84.4% occluded coronary artery help?

$\$20,000 \times 500,000 = \$10 \text{ Billion Dollars}$

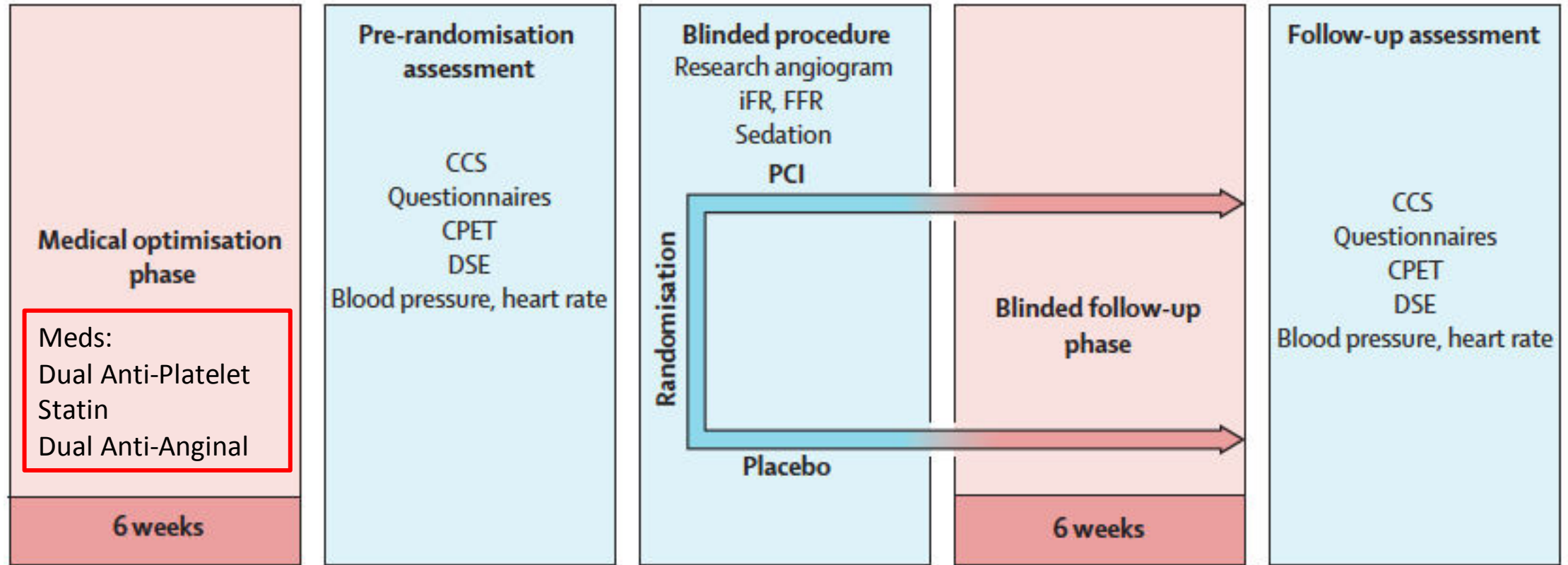


Figure 1: ORBITA study design

CCS=Canadian Cardiovascular Society angina severity grading. CPET=cardiopulmonary exercise testing. DSE=dobutamine stress echocardiography. iFR=instantaneous wave-free ratio. FFR=fractional flow reserve. PCI=percutaneous coronary intervention.

Al-Lamee R. et al. Percutaneous coronary intervention in stable angina (ORBITA): a double-blind, randomized controlled trial. Lancet. Nov 2, 2017.

I am an old man and have
known a great many troubles,
but most of them never
happened.

-Mark Twain-

How Many Fs?

**FINISHED FILES ARE THE RESULT
OF YEARS OF SCIENTIFIC STUDY
COMBINED WITH THE
EXPERIENCE OF YEARS.**

Why don't these guys get neck pain?

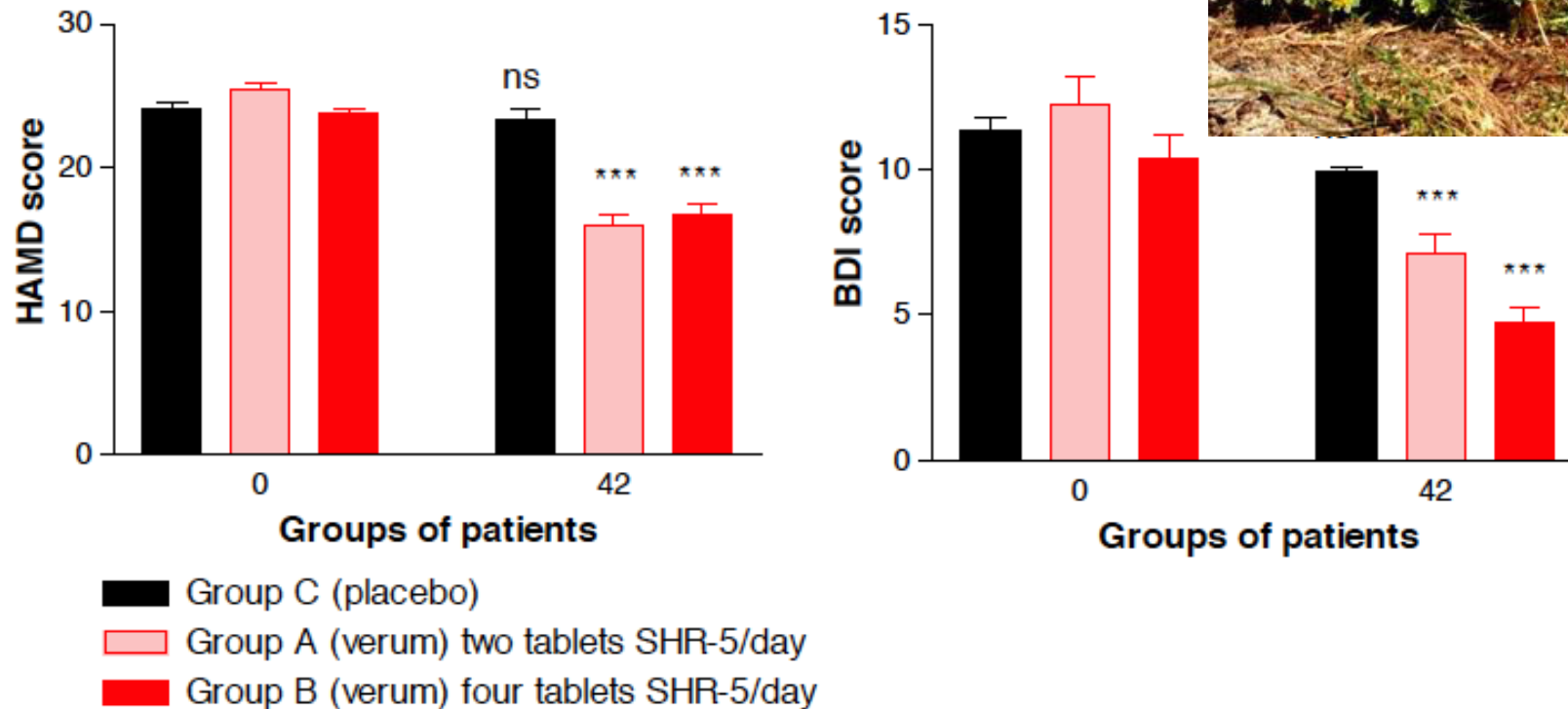
Public: 10%



Derby: 0.25%

Simotas, et al. Neck pain in demolition derby drivers.
Archives of Physical Medicine and Rehabilitation. 86:
693-696, 2005

Rhodiola Rosea (Arctic or Golden Root)



Darbinyan V, et al. Clinical trial of Rhodiola rosea L. extract SHR-5 in the treatment of mild to moderate depression. Nord J Psychiatry 2007;61:343348.

Step Two:

Be Present and focus on one thing well



Clearing Clutter to See Authenticity

A Wandering Mind Is an Unhappy Mind

[Matthew A. Killingsworth*](#),
[Daniel T. Gilbert](#)

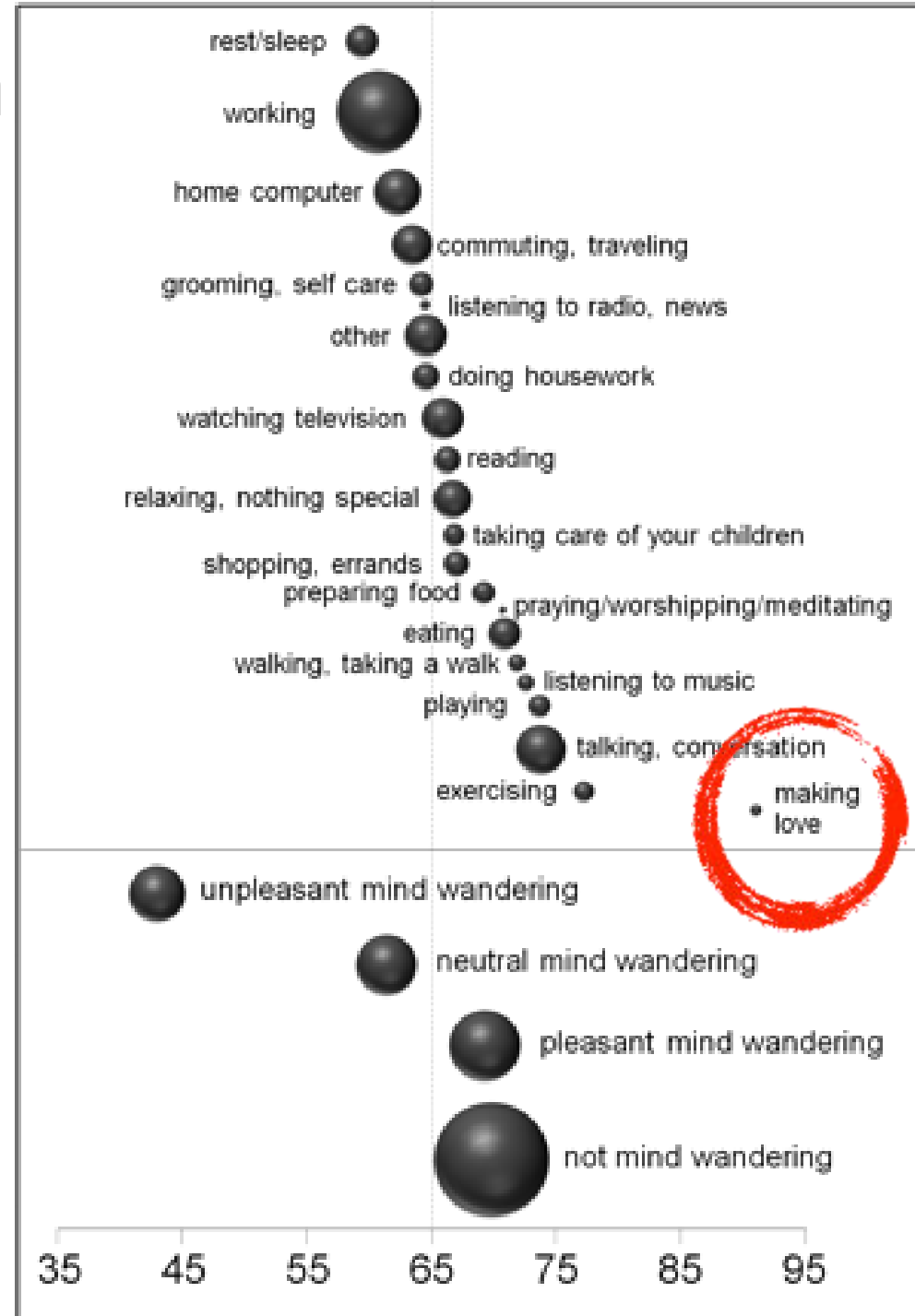
Science 12 November 2010:
Vol. 330 no. 6006 p. 932

2250 Adults in US.
Mean age = 34

How are you feeling right now?

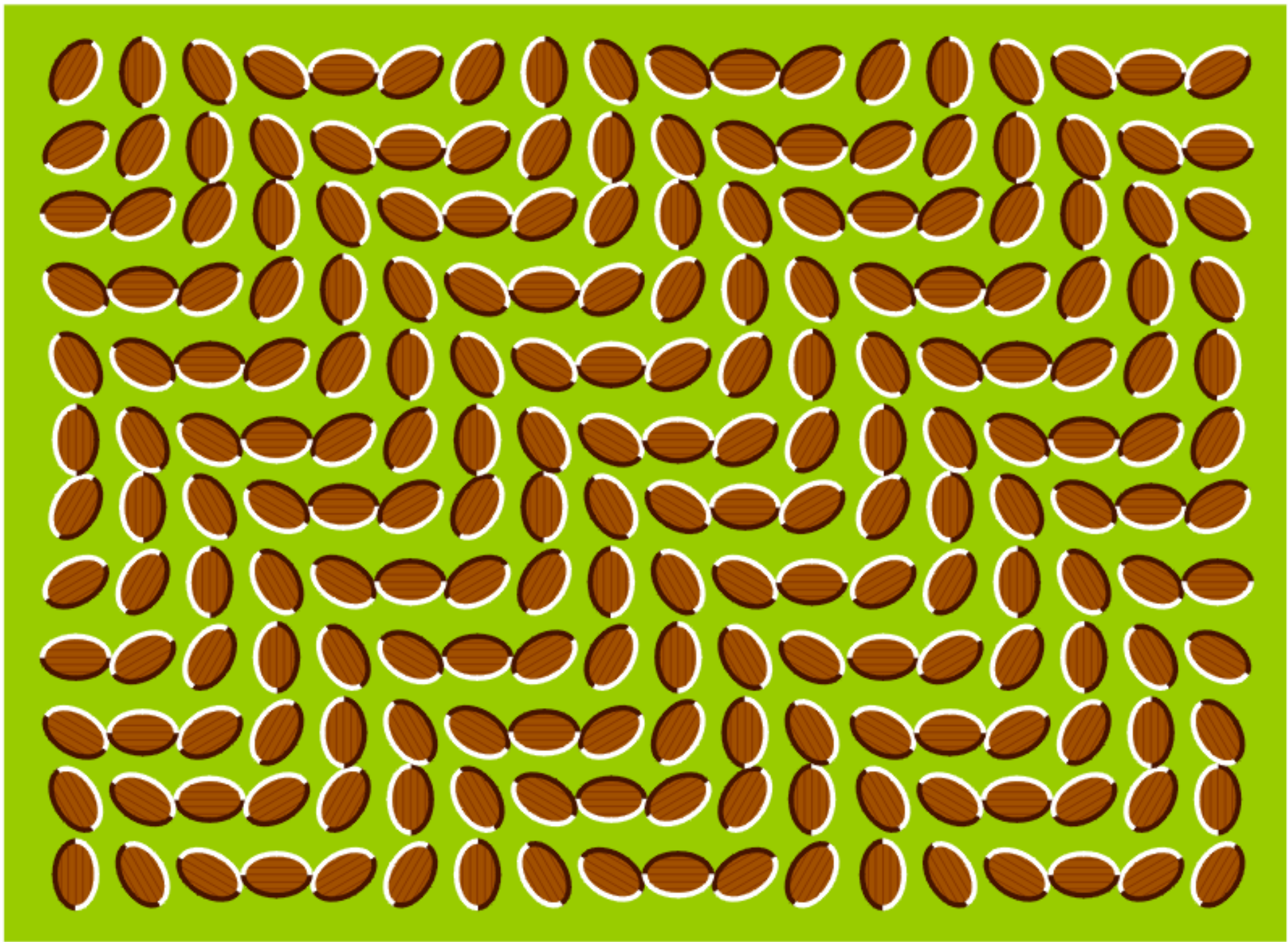
What are you doing right now?

Are you thinking about something other than what you're currently doing?





Judgment



The Sorrow that hath no vent in
tears may make other organs weep

-Henry Maudsley-

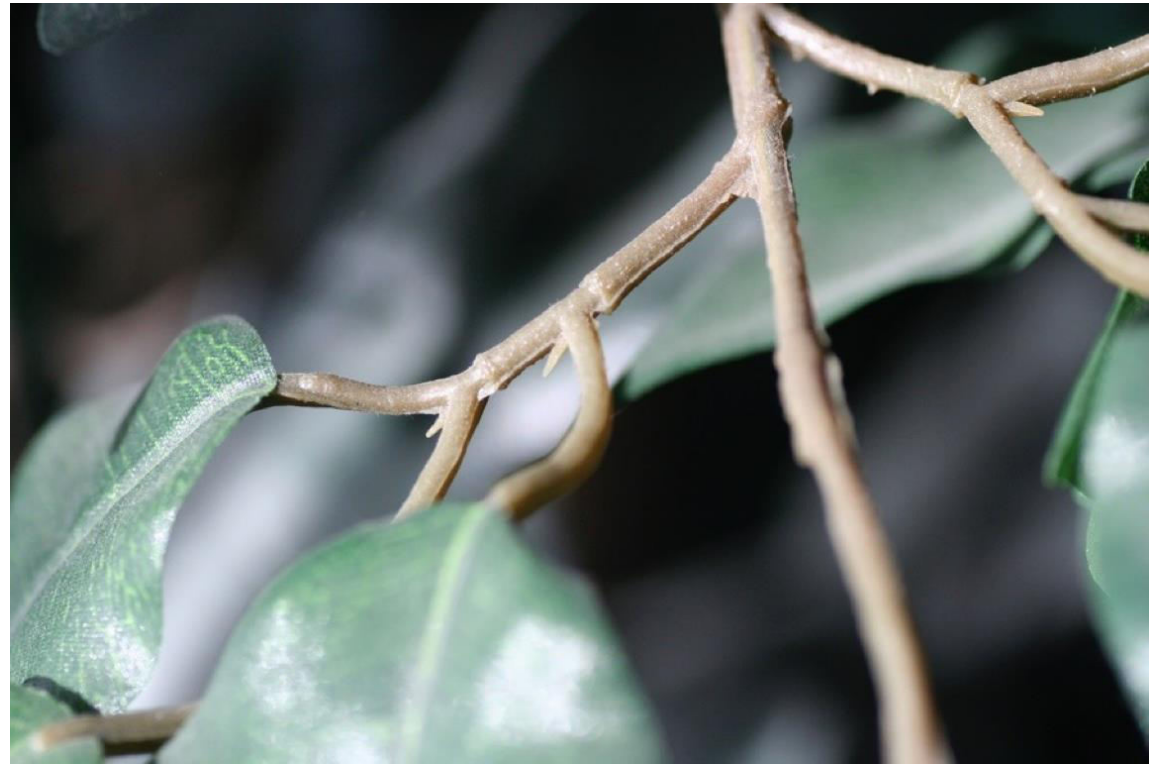
- Where do you carry your stress?
- Proctalgia Fugax
- Emotional Awareness Therapy

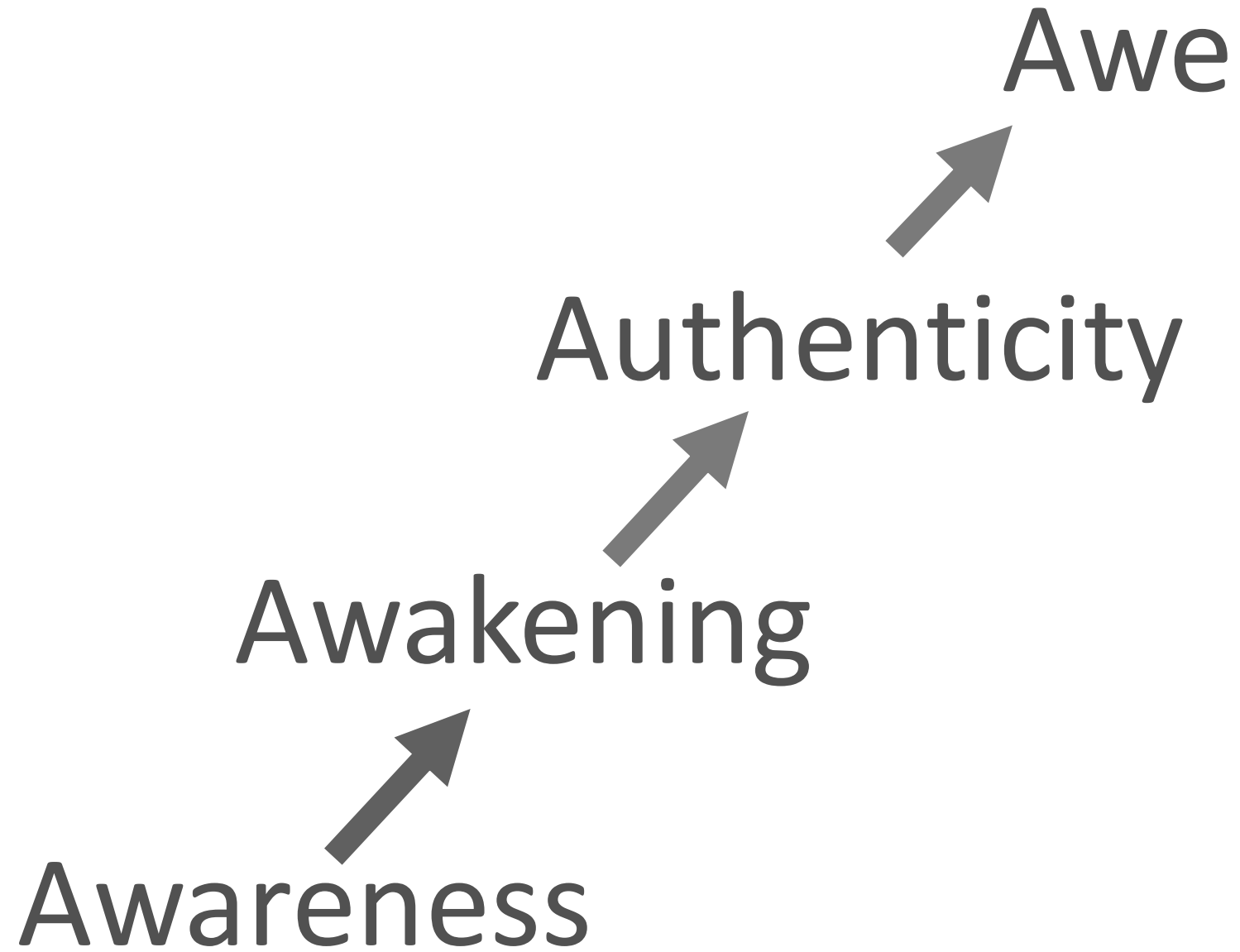


Joe, From Ohio

Step Three:

Connect to authentic beauty and joy







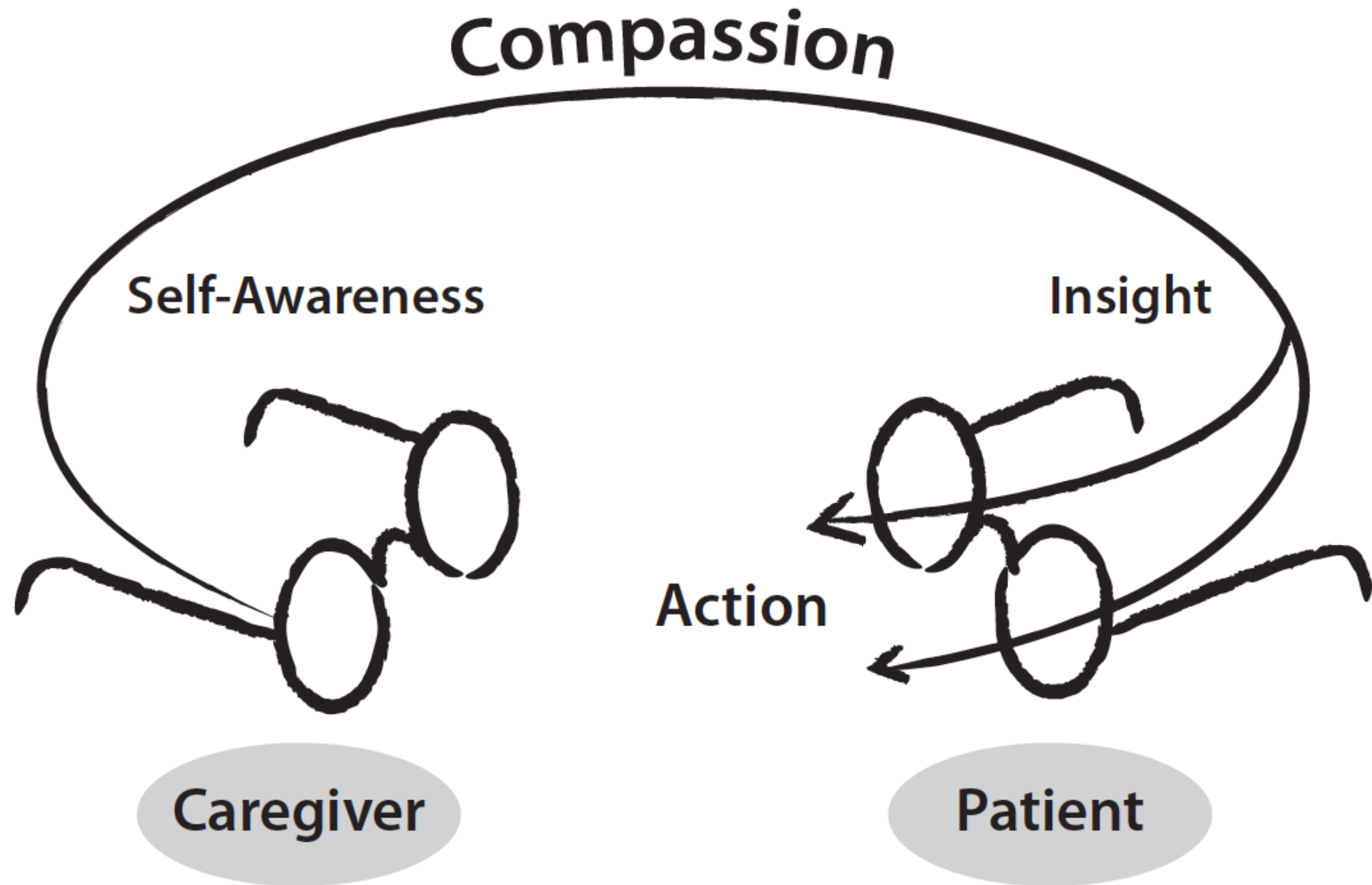


Connecting to Meaning



Your Favorite?

- Rock
- Classical
- Blue Grass/Country
- Rap

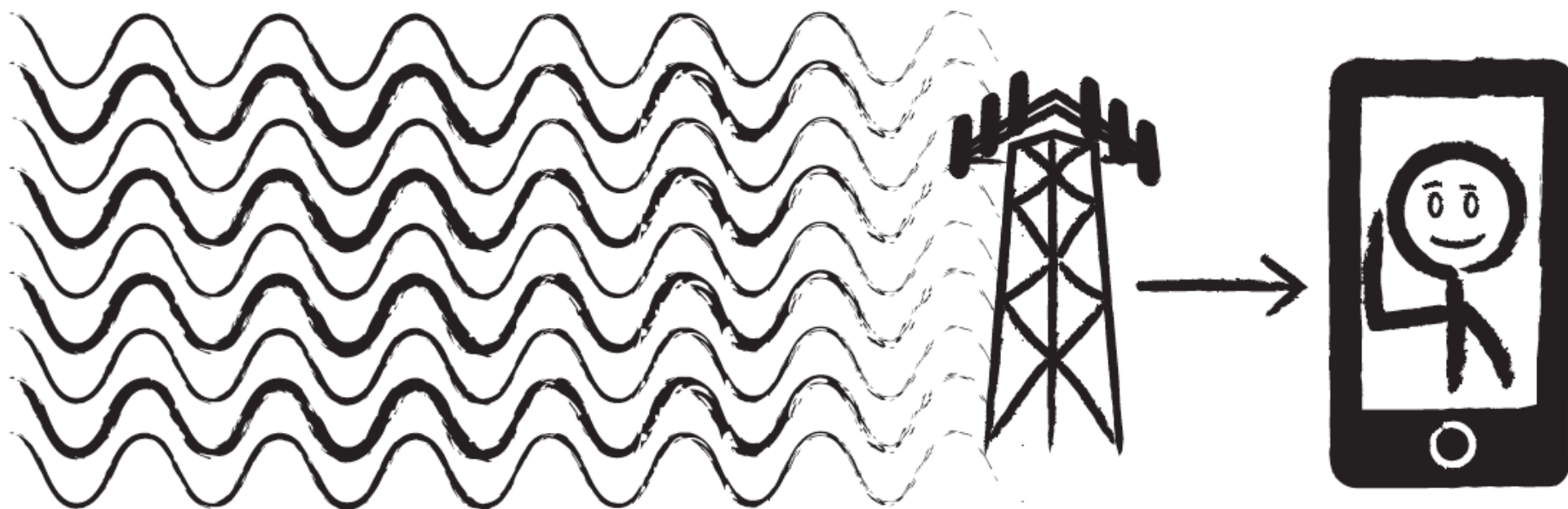


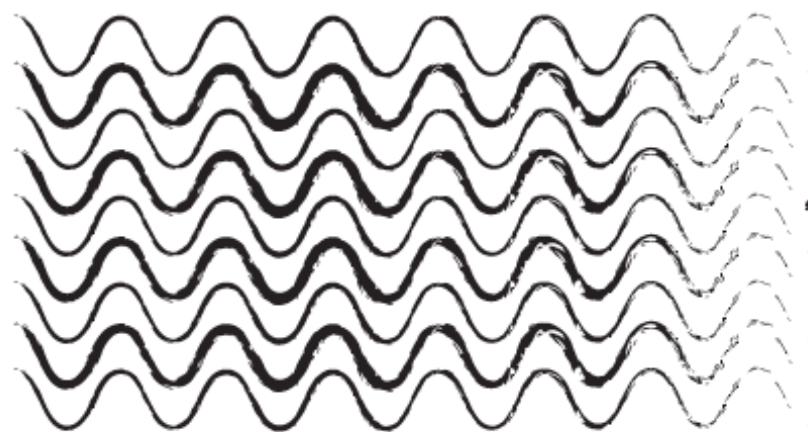


Wave



Particle





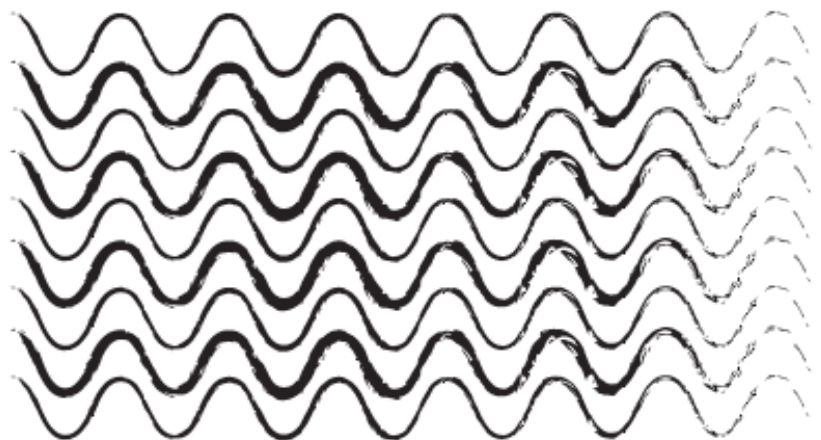
Billions of Possibilities



Perception:
*You won't amount
to anything*



**Collapsed
into Despair**



Billions of Possibilities

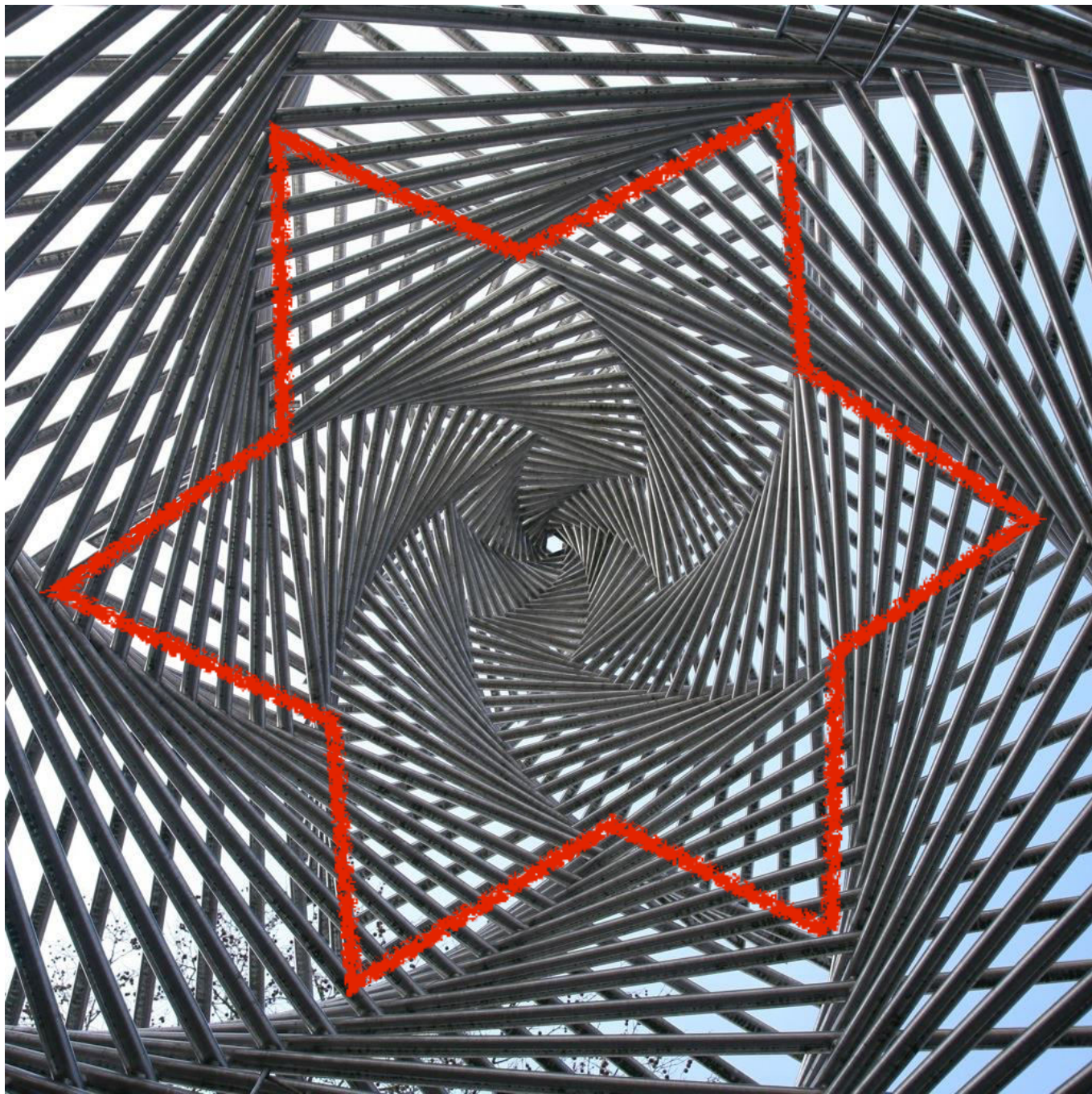


Perception:
*I believe
in you.*



**Collapsed
into Hope**







"Everything can be taken from a man but...the last of the human freedoms - to choose one's attitude in any given set of circumstances, to choose one's own way."

Frankl, Viktor E., *Man's Search for Meaning*, Washington Square Press, Simon and Schuster, New York, 1963. p 104