

# CONDITIONING

EXPECTATIONS

LEARNING

SOCIAL  
CUES

VERBAL  
CUES

EMOTIONS

GENES

TREATMENT  
CONTEXT

NEUROCHEMICAL  
RELEASE

⇓  
⇓  
THERAPEUTIC OUTCOMES



"To Expect a Treatment is in Itself  
a Treatment"?

## UNLEASHING THE POWER OF PLACEBO AND NOCEBO EFFECTS IN HEALTHCARE

Distinguished international scientists will discuss how to achieve synergies between cognitive and affective neuroscience, medical practice, and the best possible clinical outcomes. Specifically, the focus of the event will be on the most recent scientific evidence on placebo and nocebo effects.

The event is part of the PANACEA project, a European higher education program coordinated by the University of Bologna, which aims to increase the knowledge of medical students and health professionals about the mechanisms of placebo and nocebo effects, thereby providing evidence-based guidance for clinical practice.



SALA VIII CENTENARIO  
PALAZZO POGGI  
VIA ZAMBONI 33,  
BOLOGNA



H. 15:30 - 18:00



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# 24 OCTOBER 2023



ALMA MATER STUDIORUM  
UNIVERSITÀ DI BOLOGNA

Co-funded by the  
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## PROGRAMME

### 15.30 – 15.45 Welcome Address

Prof. Silvia Bianconcini, Una Europa Delegate. University of Bologna

Prof. Gianandrea Pasquinelli, Head of Department of Medical and Surgical Sciences (DIMEC), University of Bologna

Prof. Luana Colloca, University of Maryland

### 15.45 – 16.00 Introduction

Prof. Katia Mattarozzi, Coordinator of PANACEA, University of Bologna

### 16.00 – 16.20 Placebo procedures: what works for whom?

Prof. Johan W.S. Vlaeyen, Katholieke Universiteit Leuven

### 16.20 – 16.40 The measure of placebo effect: placebo group in clinical trials on analgesics

Prof. Antonio Portoles, Universidad Complutense Madrid

### 16.40 – 17.00 Could pain be unlearned? From experimental studies on placebo effects to their implications for clinical practice

Prof. Przemyslaw Babel, Uniwersytet Jagiellonski

### 17.00 – 17.20 The role of the health care provider-patient interaction in modulating treatment effects: translating experimental procedures from placebo and nocebo effects to clinical interventions

Prof. Andrea Evers, University of Leiden

### 17.20-17.50 Q&A and discussion

Chair: Prof. Katia Mattarozzi and Dr. Arianna Bagnis, University of Bologna

### 17.50 – 18.00 Concluding Remarks

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