

4<sup>th</sup> International Conference on

# PAIN MEDICINE

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### **A new vision: Understand pain and pain coaching to overcome pain and live a meaningful life**

Chronic pain is the number one global health burden. The costs to global society are enormous both financially and in terms of individual suffering. In Europe, it is estimated that at least 100 million people endure chronic pain. The figure is similar in America. Why is this such a big problem? One of the reasons is that pain is misunderstood in and by society. Pain is a social problem, and the answers lie in social change. Pain remains predominantly thought of as relating to an injury, a pathology or structural change in the body. This is not the case yet much of the thinking and the treatments are based on this model, the biomedical model. For many years we have known that pain is poorly related to these factors, instead being part of a state of protection of the whole person in the face of perceived threat. Understanding this fact changes everything, including unlocking each person's potential to get better and live life. My vision is a society that understands pain and knows how to relieve suffering by building upon wellness. There are a number of ways that we can do this, starting with making the choice to commit to the day to day practices that we know are key for being well. In this talk I will present the pinnacle of our understanding of pain before describing an approach that blends pain science with positive strengths based coaching. This is about getting the best from each individual as he or she taps into their potential and resources to live a healthy and happy life according to their picture of success.

### **Biography**

Richmond M Stace is a Chartered Physiotherapist, Pain Coach and social entrepreneur. My work focuses on delivering the knowledge and know how about overcoming pain to as many people across the globe. I have a background in pain science, which I bring to society in practical ways so that people can reach their potential to live well. This is built upon more than 20 years' experience in healthcare, three university degrees, a diploma in adult nursing and a passion for social change.

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