

## Keynote Presentation

### **The Belief Effect: Understanding how belief influences client outcomes**

#### **Abstract**

To achieve positive client outcomes, clients must have belief in the abilities of their practitioner. Health practitioners can strategically use words and communication to influence client outcomes positively. This phenomenon has sometimes been considered a placebo effect. However, placebo effects have also been termed 'belief effects' given that for a placebo to be effective, the people receiving it must 'believe' that it will be effective.

Belief in the efficacy of a treatment can arise through social learning, which highlights the importance of interpersonal relationships, communication, and shared experiences in shaping behaviour, attitudes, and knowledge acquisition. Humans are social beings and as such we are influenced by our surroundings, which for clients is within the clinical or treatment environment. Although often overlooked, this social environment can play a significant role in shaping client outcomes.

Practitioners can enhance their treatment environment with the words they use when practicing, having a powerful impact on client's

belief in their treatment, which can lead to positive outcomes. Recent evidence suggests that certain neurobiological pathways can be triggered by belief effects and that these physiological responses may be similarly triggered by clients' social environments.

This presentation will discuss research demonstrating the substantial impact of belief effects on outcomes. From green energy drinks that improve 200 m sprint performance to a moisturising lotion that is just as effective as an ice bath to the therapeutic potential of the belief effect in the treatment of low back pain, belief can be a powerful influence on treatment outcomes.

This will be an entertaining and fascinating presentation, showing how what we believe influences outcomes. Examples of how practitioners can enhance their treatment by positively influencing their environment will be discussed, demonstrating the power of therapeutic communication and environmental design in clinical practice.

## Biography

Vince Kelly is an Associate Professor at the School of Exercise and Nutrition Sciences, Queensland University of Technology, specialising in strength and conditioning and sport science research. He has authored five book chapters and over 90 peer reviewed papers in the areas of sport performance, strength and conditioning, recovery and sport nutrition. He has received over \$2million in external and internal research grant funding. With over 20 years of experience in elite sport, he has worked with professional football teams, the Queensland Academy of Sport, and individual athletes. His research focuses on fatigue and recovery in athletes, strength and conditioning in high-performance sport, mental fatigue, training load management, mental health and the physiological effects of exercise. He is renowned for bridging the gap between research and practical application.

