

Research in medicine and psychology has demonstrated that placebo treatments can lead to clinically meaningful effects which are created by the context of the treatment. Therapeutic rituals are acknowledged as the core of contextual

healing effects. To design for contextual healing in clinical practice, more insight is needed in the key ingredients of a 'successful' therapeutic ritual and in their working principles towards healing.

# The power of placebo

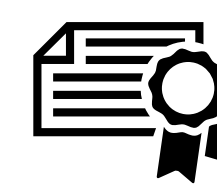
## Designing for contextual healing: fostering placebo mechanisms by increasing patients' belief in physiotherapeutic hand treatments



The specialised measuring tool organiser brings the regular tools used by hand therapists to a professional level, the one of hand therapeutic specialists. The design fosters placebo mechanisms by increasing the way patients experience the hand therapist as a skilled medical professional. The design initiates open, dedicated and structured interactions. Being involved in a session with a skilled professional, wouldn't your belief in the treatment outcome increase?



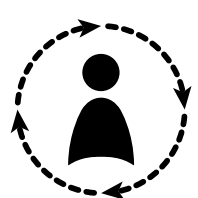
### Working placebo mechanisms:



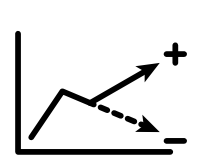
The status of the therapist and the measurement tools is increased to a more professional one, the one of a medical specialist, increasing patient's belief.



The process becomes more clear by means of the visuals on how to use the measurement tools, and by open treatment.



Displaying the items in an open way, patients feel more involved in the treatment.



As a result, the treatment setting feels more professional: measurement outcomes are given more importance, improvement gains more importance, making patient's outcome expectancies increase.

