

## 'Last trance' baby experts register a first

Thirteen women who used 'last trance' techniques to help the childless become parents have become the first non-medics to be recognised as qualified hypnotherapists.

The nurses, scientists and administrators – part of the extended medical team at Midland Fertility Services (MFS) based in Aldridge, West Midlands – are now accredited by the British Society of Medical and Dental Hypnosis (BSMDH), which formerly accepted only doctors and dentists.

They received their certificates after undergoing the required total of 24 hours' training. Once they have practised hypnosis for a further year and carried out case-work, they will become eligible for full accreditation and membership of the BSMDH, which itself is recognised by the General Medical Council.

Dr Bromwich, together with the Midlands BSMDH branch Chairman, Dr Trevor Hadfield, set about persuading their doctor and dentist colleagues to consider offering their qualification to 'extended clinical teams'.

Dr Hadfield said: "This is a real breakthrough. It opens the door for other extended clinical teams to qualify and offer the valuable therapy that hypnosis can provide in many different medical situations."

## FDA approves new conception cap

Veos PLC, the UK-based female healthcare company, has announced that the US Food and Drug Administration (FDA) has approved the company's Oves<sup>TM</sup> cervical cap for use in artificial insemination procedures to aid conception.

Using a modified design to the existing Oves<sup>TM</sup> contraceptive device, the company has developed the Oves<sup>TM</sup> fertility cap with the aim of aiding couples who are experiencing difficulties in conceiving under normal circumstances. The cap has been designed to be easy to use and can be administered at home, a facility which sets it apart from most existing conception orientated products.

## Licensed to chill

The Midlands' leading fertility clinic has become the first assisted-conception unit outside London to be granted a licence to freeze unfertilised eggs and thaw them for use in future IVF treatment.

Midland fertility Services (MFS) will now be able to offer hope to women, particularly cancer patients, who need

to undergo medical treatment which is likely to make them infertile. Their eggs can now be collected and stored for fertilisation at some future stage.

Gina Aldis, MFS' embryologist, says: "We can now help women who, in the past, would have faced a life with no hope of having a child. Now their oncologist or GP can refer them to us for treatment before their course of medication, for example chemotherapy, begins."

## Quitting smoking quantified

The huge costs resulting from smoking-related disease in the UK, both in terms of human life and healthcare resources, were revealed at the 11th World Conference on Tobacco or Health (WCTH) held in Chicago, USA, 6-10th August 2000. The results presented were obtained from the Health and Economic Consequences of Smoking (HECOS) model, and show that the health and economic burden of smoking can be substantially reduced by inventions such as Zyban (bupropion hydrochloride SR), recently launched in the UK to help smokers quit.

## Medical staff join the dot.com revolution

A team of medical professionals is launching an employment website specifically designed for healthcare professionals and staff – one of the first of its kind in the UK.

The site ([www.healthjobcentre.co.uk](http://www.healthjobcentre.co.uk)) will help those employed in all aspects of the healthcare industry to both advertise and search for jobs. It is fully compatible with NHS net and can also be accessed by any standard modem connection.