

****Media Release ****

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Leading international pain conference returns to where it began 16 years ago.

Who: Leading international authority on pain - the Neuro Orthopaedic Institute
What: International conference on understanding pain and stress
When: April 2012
Where: Adelaide Convention Centre
Why: There is a widening gap between neuroscience knowledge and the clinical practice of health professionals

16 years ago the head of the Neuro Orthopaedic Institute rebuked Liz Hayes, live on national television.

“All Pain is real,” said David Butler, in reply to Hayes’ suggestion that some people don’t actually experience pain.

It was a bold statement Butler made in 1995 but it was also an incredibly important statement in the cause of understanding pain and progressing pain treatment.

“In 2011, Pain is a multi-billion dollar industry,” said Butler. **“Each year chronic pain costs Australia the same amount as the national broadband network,”** he said.

In just under a year’s time, the conference that David spearheaded in 1995 will once again return to Adelaide, Australia bringing with it the most advanced researchers and medical practitioners in the field of neuroscience and pain management from around the world.

More of a festival than a conference, NOI 2012 will educate hundreds of health professionals from all over the world on the most cutting-edge research in plasticity, mirror neurones, pain and stress literacy, neuroscience-backed psychology, neuroimmunology, education as antigen and the link between creativity and treating pain.

Far more than drug treatments, the conference is also about using education, mirrors, creativity, computer programs and clever exercise to manage chronic pain.

“Now, more than ever before, Australia is in a position to lead the world on treating and curing the symptoms of chronic pain,” said Butler. “This conference can close the gap between the research and treatment of pain in our society,” he said.

To arrange an interview with David Butler please contact Joshua Fanning on:
0401 873 788