



Psychiatrist Goes MAD at Annual Shrink Convention

Promotes New Diagnostic Term Honoring Keynote Speaker, President Clinton

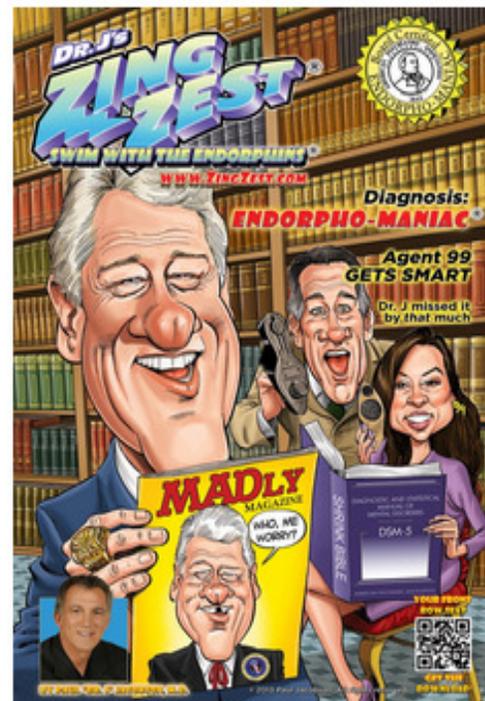
Psychiatrist, speaker-author and comic arts writer-producer, Paul “[Dr. J](#)” Jacobson, M.D. takes a psychotic break to drop a “*GET SMART*” bomb at the 166th Annual Meeting for the American Psychiatric Association in San Francisco.

Dr. J, a 32-year APA member, pediatric/adult psychiatrist and medical entrepreneur, decided to introduce a fun diagnostic term to help promote the new publication of the fifth edition of the *Diagnostic and Statistical Manual of Mental Disorders (DSM-5)* officially released at the psychiatric convention.

DSM-5 is the guidebook used by clinicians and researchers to diagnose and classify mental disorders. Dr. J coined the diagnosis: ENDORPHO-MANIAC®, defined as an “over the top, renaissance individual who consistently harnesses and self-regulates the awesome power of their body’s own endorphin system to gain a competitive edge in their pursuit of success and to bounce back from adversity in business and life higher than a super ball.”

Dr. J recognizes President Clinton as a prominent figure who epitomizes the essence of this positive health psychology neologism and created a piece of comic artwork in his honor.

“Our members loved Dr. J’s visual storytelling depicting our keynote speaker, President Clinton, reading his own MAD magazine highlighting his deep-seated Alfred E. Neuman persona while Maxwell Smart and Agent 99 peek over his shoulder studying *DSM-5*. We thank Dr. J’s vote of



Paul "Dr. J" Jacobson, M.D., the Original ENDORPHO-MANIAC, breaks the 'cone of silence' to share his diagnostic impressions with former President Bill Clinton.

confidence for all the hard work that was devoted to producing *DSM-5*,” said Gabriela Cora, M.D., APA Vice-Chair, Council on Communications and in-demand Radio & TV media expert.

APA member and double board-certified psychiatrist Victor Hong, M.D. stated, "Dr. J's diagnostic insights are refreshing and puts a positive spin on a healthy state of mind worthy of achievement."

Lee Berk, DrPH, MPH, associate research professor, Loma Linda University School of Medicine who has researched the science of laughter comments, “Dr. Jacobson’s humorous contributions with his ENDORPHO-MANIAC® diagnostic quip and prescriptions to SWIM WITH THE ENDORPHINS® is tantamount to spot-on evidence based medicine.”

Dr. J is not new to dropping diagnostic smart bombs with surgical strike precision. Recently during the Magic-Lakers game in Orlando, Dr. J personally presented LA Lakers center Dwight Howard with his own board-certified honorary Ph.D. in ENDORPHO-MANIA and accompanying life-size caricature poster that bolstered a huge gut-wrenching laugh from the 6’ 11” Superman.

As the Original ENDORPHO-MANIAC®, Dr. J is known as the endorphin doctor. He is an expert in applied PNI (psycho-neuro-immunology) and endorphin medicine. A stage IV cancer survivor, massive heart attack & stroke survivor, he benefited from his own endorphin success. Dr. J is on a mission to teach and empower others on the art & science of systematically arousing their endorphin-enhanced attitudes and behaviors for living a perpetually fun-fulfilled productive life.

Paul "Dr. J" Jacobson, M.D. is a medical entrepreneur, child & adolescent/adult psychiatrist and comic arts writer/producer with a twisted sense of humor. Dr. J is the video jockey and voice of the LaughMD TV channel. He is a member of the National Speakers Association, International Brotherhood of Magicians, American Psychiatric Association, and National Cartoonists Society. Dr. J offers customized keynotes, workshops, and retreats on improving work-life success and empowering others on how to *Swim with the Endorphins*®.

Visit Dr. J at www.zingzest.com