Presentation summary: Expectations facilitate the activation of systems for pain control along with the release of endogenous substances crucially involved with placebo-induced benefits. Here I present recent research from my lab showing some of the behavioral and neurobiological advances on the placebo effect. Placebo effects are centrally integrated to change behaviors and outcomes. Learned placebo analgesic effects can be elicited in healthy participants, animals, and patients suffering from pain disorders even when pain appears to be refractory to conventional pharmacological interventions. Gaining a deeper understanding of the mechanisms and moderators of placebo effects has enormous implications for personalizing and optimizing pain management.