

Discovery Meeting

June 8, 2009



Photograph by Jennifer Roth

Present: Anne Avidon, Susan Bayley, Holly Campbell, Carlos Cardenas, Daniel Cardoso, Michael Conforti, Chris Cutler, Linda DeHart, Chris Graefe, Bill Kennedy, Hyejin Lee, Linda Marks, Pati Stillwater, Arthur Stowe, Rick Van Pelt

Attending Via Skype/phone: James Cavanaugh, Linda Kenney, Judy Rollins

The meeting was moderated by Chris Cutler.

INTRODUCTIONS

Linda DeHart contexted the meeting with the image of a giant dandelion, fluffy seeds sparkling in the sun, verging on windborne journeys to seed themselves in fertile ground. The business of this group: to discover what is taking form in the transformation of healthcare.

When Herbert Benson, MD started medical practice as a young cardiologist more than 35 years ago, the term "mind/body medicine" was unknown. In the late 1960's his work linking stress to physical health was contrary to existing medical thought.

Over the past 25 years, Dr. Benson and his colleagues at the Benson-Henry Institute have treated thousands of people for medical problems poorly addressed by conventional medical practice. He views medicine as a three-legged stool: pharmaceuticals are the first leg, surgery and procedures the second. Mind/body interactions - the relaxation response, nutrition, exercise and spirituality - is the third, "self-care", leg. Since roughly 60% to 90% of doctor visits are for conditions related to stress, the mind/body or self-care approach is a vital component of effective health care.

In 1993, television journalist Bill Moyers' book and documentary, *Healing and the Mind*, brought the mind body healing connection into broader awareness of the practitioners and consumers of so-called "western" medicine.

Today we are at a moment in history where arts and alternative healing modalities offer transformation in healing in the US as we move into new ways to deliver, pay for, and experience healthcare.

We find ourselves looking at a new horizon in healing and well-being.

Dr. Michael Conforti concurred that a new model of healthcare is developing. He said that the model we have now is okay, but something better is awaiting us. In Sicily, location of one of his Assisi Institutes, he experiences society as more sensual than in the US; "Arts, poetry, color and healing are referring back to what the ancients knew." He described an experience of didgeridoo music where specific musical notes activated powerful emotional fields within him: "This is like a type of medicine...a rediscovery of something that has lain dormant for a long time."

The key, he thinks, is in learning "How do we affect psyche?" With music, color, art, etc.

Dr. Judy Rollins - her work is trying to get the research evidence that will show what is going on. Additionally, she is very active in the Society for the Arts in Healthcare (SAH).

James Cavanaugh is looking to give support to those who are already using the arts in hospitals and patient rooms around the country. "The risk is that nothing may happen," he said, "and the excitement is that anything could happen."

Jamie produced a documentary, "Healing Words: Poetry and Medicine," which was aired in 2008 on PBS stations. "Healing Words" is a pilot leading to a ten-part PBS documentary that he is currently developing and for which he seeks funding. This documentary could be a powerful tool for shaping the healthcare discussion in the US.

Hyejin Lee, CEO of THE MEME, welcomed us to her offices, with Architects **Carlos Cardenas** and **Daniel Cardoso**. Carlos described the work of THE MEME - to help companies leverage design and technology through "interaction design."

Dr. Rick Van Pelt works on the quality and safety of healthcare. He said it was a real eye-opener when he saw how absent compassion is in the realm of healthcare. Moreover, the absence of compassion is only the tip of the iceberg - it's really the ABSENCE OF HEALTHCARE - we are DEALING IN SICKCARE.

“The system is in a downward spiral and will require a profound transformation. It’s about WELLNESS.” He said that inner energy is at play, manifesting as external symptoms and disease.

“The missing piece within quality is the compassion.”

Linda Kenney concurred, adding that her passion is to help the [transformation] move forward. (Linda Kenney is Executive Director of Medically Induced Trauma Support Services.)

Linda Marks has been at work for decades as an emotional cardiologist to bring awareness of new ways of heart health and overall health. A teacher at U Mass Boston, she is currently meeting with potential project leaders for heart research funding. She is working with a grant for community wellness development, with the goal of having communities COMMIT TO WELLNESS AS A WAY OF LIFE. For example, US Health and Human Services offices, which already exist in communities throughout the country, are a perfect place to offer wellness services.

Pati Stillwater works with healing through breath work, body movement, massage, the arts, and her own guided instincts. She said that Eros – sensuality – is missing in our healthcare and it must become a greater component because without it people cannot heal. She has treated her own MS with music, breath, dream work and emotions.

Michael noted that almost every shaman is born with an affliction.

Pati observes how groups form, the “breath” of the group, the movement of the group. Looking at the whole picture she can know what to do.

“How do we invent something and not get stuck in the words?”

Anne Avidon said that she feels very positive about the future of healthcare and sees an example in the British system. Comparing healthcare spending as a percent of GDP, the US spends 16% compared to 9% in Britain, and the UK has better outcomes. She said that the UK is far ahead in the field of looking at care pathways and the effect on outcomes. We need to look at the continuance of care and focus on results.

Bill Kennedy said that, in business consulting, a common approach to helping people is to “start with the stresses and challenges to come up with solutions.” He suggests we reverse the process, looking back into peoples’ lives to find the generative events to get the meaning from them.

Arthur Stowe examines patterns of thinking, decisions, mistakes, and memes, which are units of information in a culture that transfer from person to person, as in “going viral” in our culture. “The meme is the potential we are creating tonight.”

Chris Graefe, a specialist in human-computer interaction, has clients dealing with the front-line interface between healthcare and individuals, for example, the role of robotics in accurate prescription fulfillment.

(Chris is set up the Skype and phone technology for the Discovery meeting.
Thanks, Chris!)

Holly Campbell is a consultant whose work is “bridging people and technology.” She said that she sees a “systems approach” to moving information as a key contribution to the healthcare transformation.

Susan Bayley placed the “Idea Plate” on the table. She asked people to write ideas that occur to them during the conversation on the pink notepads provided and to place them on the Idea Plate.

Chris Cutler reviewed the conversation to this point and said he sees that we must find a way to CHANGE THE THINKING, CHANGE THE FEELING, to create a groundswell. In fact that is the meme that we are seeking, and the means to the meme could well be Jamie’s ten-part documentary.

DISCUSSION

Linda DeHart suggested two ideas:

First, that we communicate ideas to Jamie and he could become a repository of ideas that would also support his documentary.

Second, that a group form to support and contribute to the realization of the PBS series to make visible new concepts; specifically developing resources, networking and fundraising.

Jamie - we need a kind of confidence/consensus-building around what it means to be sick or to have a crisis, and how to deal with the ensuing transformation: to CONVERT TERROR INTO EXCITEMENT, AND CHAOS INTO ORDER.

WHAT IS NEEDED?

1. Our attention and presence
2. A draft proposal
3. Other meetings

Pati - the large number of people who are working in alternative healing have blown apart the traditional structures. This is good for new starts, but disorderly.

Chris (Cutler?) – we must acknowledge that there is skepticism because of unfamiliarity with new modalities. They become potent through communication and telling the story.

Judy – In the art and healthcare communities, are t here legions of artists who can be mobilized? In Minneapolis, Canada and the Northeast, regional groups of artists with connections to SAH have formed. SAH is an opportunity to get the word out.

Rick – the only solution is a global solution – something that transforms crisis into an opportunity. In the next ten years in the US, there will be 45-50 million people without health insurance. The Arts That Heal crosses boundaries.

Michael – The limit of telling stories is that it is subjective and relative. We need to introduce objectivity and credibility. Telling stories can cause damage, for example the movie “What the Bleep!” was entertaining but not taken as serious commentary.

We must ferret out what universalities are involved. Perhaps establish credibility with research.

Rick – healthcare is very conservative. I almost think of [introducing change] as a covert operation – get it in there through care providers and build on results as they develop.

Jamie – There is resistance to change, yes, AND thing will change. We have the capacity to make these changes.

Linda Kenney – healthcare is a different animal. I think we need to find stories and then promote them through champions, e.g. Rick championing MITSS in his role as an anesthesiologist.

Bill Kennedy – I have written a poem:

The New Paradigm
 Life NOT Death
 Wellness NOT Sickness
 Sensory Experience NOT Technology
 Compassion NOT “Fix It”
 Future NOT Past
 Abundance NOT Scarcity

Heart NOT Head
 Peace NOT War
 Healing Circles NOT Hospitals
 Value NOT Cost
 Meme NOT Nuclear
 Health NOT Viral
 Whole System NOT Parts
 Healing Communities NOT Individuals
 Transformation NOT Change
 International NOT Local

What if we make the assumption that humans never die? How would that change the conversation?

I will deliver a proposal that we create for the new paradigm to my connections at the Peterson Foundation.

Arthur – What if we ask patients what they want? Chart the demand, make a 5-minute video on The Arts That Heal, put it on YouTube, Tweet the new paradigm, make something that will go viral.

Pati – How do we breed interest and perpetuate it?
 The process of engagement starts with interest, then excitement, then enjoyment and that leads to sadness. Need to generate new and/or ongoing interest.

Chris Graefe – How can we communicate as a group after this meeting? There is a realm on line at Linked-In where we can communicate with each other with privacy.

Survey of who already has a Linked-In account:

Yes	No	Not Known
Anne Avidon		
Susan Bayley		
Sandra Bertman		
Richard Borofsky	James Cavanaugh	Antra Borofsky
Holly Campbell		
Michael Conforti	Chris Cutler	Robin Cutler
Linda DeHart		
Joan Drescher		
Chris Graefe		
Suzanne Hanser		
Bill Kennedy		
Linda Kenney		Ellen Langer

Hyejin Lee
Linda Marks
Judy Rollins
Arthur Stowe
Rick Van Pelt

Pati Stillwater

Steven Schachter

Anita Walker

Other options:

- Group emails
- Individual emails
- Dedicated Blog
- Google Docs

No resolution at this meeting – ideas to be discussed going forward.

Judy – I think we need to take a broad approach. SAH is about to release a study of the arts in health in two weeks.

Arthur – Health. Sickness. Treatment. Recovery. 20% for the arts.

IDEA PLATE

May the pink papers you took with you from the meeting become dandelion seeds that take root and grow ideas for transforming healthcare!

Ideas on the pink papers that landed in the idea plate:

- Next meeting on the Maine Coast.
- Change the thinking – Change the emotion
- Perception is Reality
- Visible – Meaningful – Clever
- Challenge – Be the Visionaries
- Creatives survive crises due to being trained to deal with the unknown
- Two paths of change:
 - Renaissance – start all over again
 - Incremental – loosen the bounds
- It's got to be a global opportunity

- Make the crisis into an exciting opportunity
- Send out the message about alternative modalities and when/how they work
- Storytelling – subjective and not “credible”
- What are the universals?
- Can there be complements of artistic healing to traditional modalities?
- Poetry is the emotional complement of “Giving it back”
- Setup clear goals: short term and long term
- Set up the VISION – what we believe in
- Explain who we are – advocates
- Action plan with time schedule and budget
- Collaboration
- Conversation for action
- Demonstrate Value
- Develop systemic model
- Success without stress is the creative response
- Magic – subtler energies
- Compassion and healthcare have not been hand in hand
- We have been dealing with sickcare
- The Placebo Project: 40% of healing is non-pharmacological. Only 60% is attained by the best of medicine
- Consider what WORKS – and what DOESN'T WORK
- What is the “inknown”?

Discovery

Seeds of love
Memes of light
A flight of little parachutes – falling everywhere
Music, dance, light, art, poems, songs, sound –
A delivery of compassion

Being With:
The Internet
The corporations
Yoga centers
Massage centers
Heart connections
A Bank of Stories

No “-ness,”
Just well
Just happy
Just peace

ACTIONS

- It was agreed to develop an outline proposal for Jamie’s PBS concept. By the end of June we provide it to Bill Kennedy to deliver to the Peterson Foundation.
- Jamie will draft a rough schedule and budget.
- A working group will draft the proposal and work up the next steps for our Discovery Journey. Rick will provide dates that he is available and those who wish to be part of the working group will set a meeting date – soon – to be able to deliver the proposal to Bill by the end of June. Group will meet at the same location in THE MEME offices.

- The SAH study will be released in two weeks. Judy can you distribute a way for members of this group to access the study?
- We will develop a way to collect and share data.
- We will develop a way to collect and share stories.
- Holly will consider how to create a systemic thinking model with a feedback loop.

Closed with Jamie's poetry selection: "Briefly It Enters and Briefly Speaks."

Discovery Meeting Participants

Anne Avidon, Vice Consul for Healthcare, British Consulate General, and host of COLORS IN MOTION Launch at the British Consulate.

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Susan Bayley – Artist Liaison and Communications Director, COLORS IN MOTION

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Sandra Bertman, PhD, FT - Distinguished Professor of Thanatology and Arts at the National Center for Death Education, Mount Ida College, author of *Grief and the Healing Arts: Creativity as Therapy* and co-author of *The Handbook for Mortals: Guidance for People Facing Serious Illness*.

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Antra Borofsky, Ed. M. and Richard Borofsky, Ed.D - Founders and directors of the Center for the Study of Relationship in Cambridge, MA, where they provide therapy and workshops on learning the skills and practice of relationship for couples and individuals.

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Holly Campbell – Principal, TekMagic, COLORS IN MOTION Webmaster and Creative Team Member

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Carlos Cardenas – MDes, DDes Harvard School of Design, Director of Design Strategy at The Meme, with a focus on design and digital media.

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Daniel Cardoso – PhD Architecture Candidate at MIT, with a concentration in design computation.

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James Cavanaugh – Visionary, writer and director of “Healing Words, Poetry and Medicine” one-hour PBS documentary.

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Michael Conforti, Ph.D. – Archetypal pattern analyst, founder and director of the Assisi Institute of Brattleboro VT and Assisi, Italy. Consultant to COLORS IN MOTION.

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Linda DeHart – Artist, Visionary, Creator of COLORS IN MOTION DVD

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Linda Kenney – President, Executive Director and Founder (with Dr. Van Pelt) of MITSS – Medically Induced Trauma Support Services.

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Dr. Ellen Langer, PhD – Professor, Harvard University, Department of Psychology; author, artist and mindfulness researcher.

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Hyejin Lee – CEO, THE MEME, a Cambridge design consulting firm specializing in the study of relationships between people, objects and spaces.

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Linda Marks – The Institute for Emotional-Kinesthetic Psychotherapy, and Community Wellness visionary creating a model program in the whole town of Newtown, MA

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Dr. Judy Rollins – President, Rollins & Associates, Washington DC; Treasurer, Board of Directors, Society for the Arts in Healthcare. With nearly 30 years of arts and healthcare experience in research, consulting, program development, and education, Dr. Rollins has developed programming for children and families in hospitals, hospice care, and the community. She coordinates the Studio G Artists-in-Residence program in pediatrics at Georgetown University Hospital, and is adjunct assistant professor in the Department of Family Medicine and the Department Pediatrics at Georgetown University School of Medicine, Washington, DC.

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Dr. Steven Schachter – Physician, Beth Israel Deaconess, considering the potential of COLORS IN MOTION for use in preventing epileptic seizures (non-invasive treatments that might be able to reduce the cost of treatments); and setting up a research project using COLORS IN MOTION.

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Dr. Arthur Stowe – Researcher: COLORS IN MOTION as a meme in 21st century healthcare.

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Dr. Rick Van Pelt – Director, Global Programs, Partners Harvard Medical International, has used COLORS IN MOTION in presentations to medical staff.

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