

Discovery Meeting #13

September 20, 2010

Minutes



Photograph by Jennifer Roth

Present: Anne Avidon, Susan Bayley, Holly Campbell, Linda DeHart, Gail Ellison, Carol Gallagher, Chris Graefe, Joan Horgan, Nancy Lippincott, Pati Stillwater, Adelaide Smith, Arthur Stowe

Attending Via Skype: James Cavanaugh,

Attending Via Conference Telephone: Amy Dunion, Pam Wilkins

Welcome to new participants:

Joan Horgan, Director of Spiritual Care and the Integrated Medicine Task Team at Spaulding Rehabilitation Hospital in Boston. Opened arts program and gallery for artists with disabilities, now showing their fifth show in celebration of Spaulding's 40th Anniversary.

Carol Gallagher, Activity Director, Newbridge on the Charles Senior Living, a Hebrew Senior Life residence. Interested in arts and healing and specifically in bringing relevant programs to Newbridge.

INQUIRY OF THE DAY

Anne Avidon will be meeting with Donald Berwick, Administrator of the Centers for Medicare & Medicaid Services (CMS), on October 19, in her capacity as Vice Consul for Healthcare at the British Consul General Boston. She has agreed to deliver a message and documents from The Discovery Meeting about our project, The Art of Health Documentary.

James asks how we can help and support Donald Berwick's courageous vision and mission to make a difference in the national healthcare conversation. He comments that what matters most, in Berwick's view, is that medicine is largely relationship. "I'm waiting for him to chose the way in which he will talk about relationships. He is really stepping out to the edge here...saying that there is more to health than simply medicine," said James.

What can we provide to Anne to carry our message of support, and what voice and stage can we offer through The Art of Health documentary?

Discussion:

Berwick's appointment is likely only for one year.

He may not be able to say things that we can say – if we gain his attention, he may be able to help us to say them.

He will continue to be an influence after his service as CMS Administrator.

Context matters – How do we expand the context of the medical conversation – “What I am seeing is that the arts are a big part of bridging the various contexts” of the medical conversations, said Pati Stillwater.

Action:

It was agreed to provide a package of information to Anne by October 17. A committee of Adelaide Smith, Pati Stillwater, Carol Gallagher, Pam Wilkins and Sue Bayley agreed to work on framework document (by Oct 9) to convey our message. James also will provide background materials for the package.

References for more information:

- Film “Money-Driven Medicine”
- YouTube, September 13, speech by Donald Berwick at CMS Conference in Washington DC.

PROGRESS ON THE ART OF HEALTH DOCUMENTARY

- Four interns have been working with James over the summer in the Sausalito office.
- They have registered the 501 c 3 with the federal granting office (to receive a DUN number) allowing us to apply for and receive federal grant money.
- James is reviewing the pool of intern applicants to find one to work on a regular basis through the year on a part-time basis. James has a meeting with the interns tomorrow (Sept 21) and will develop a schedule of priorities for them.
- Website - Discussion of acquiring a domain name for the documentary website. The name **artsinhealth.net** is available for \$9.95. Holly Campbell agreed to purchase that name now on behalf of the organization.

FUNDRAISING

- Outreach – James has booked a church community hall for October 10 or 17 to speak about the project and seek grassroots support, financial and otherwise. He sees this as the first of a number of outreach appearances. Several suggested an east coast tour – Carol Gallagher suggested Newbridge as a possibility (but not as a fundraising event). Joan Horgan suggested the Benson Henry Institute, commenting on the connection with Red Sox owner John Henry. Herb Benson published a new book, “The Relaxation Revolution,” in June 2010, which might tie in somehow. Amy Dunion offered to set up bookings for Jamie at East Coast Hospitals.
- Anne Avidon suggested compiling an ongoing list of potential funding candidates with deep pockets. Adelaide Smith noted one example: Curt Schilling’s son has Aspberger’s syndrome and Schilling often speaks out in support of a children’s autism camp. Gail Ellison suggested that grateful patients are a good place to look.
- Pati Stillwater offered to inquire for guidance from two professional fundraisers she knows. Linda suggested it is time to take concrete steps toward fundraising.
- Adelaide Smith said she has identified 10 names of people she will contact who are concept people or well-funded people.
- Pam suggested forming task groups to move the efforts forward with specific actions.

The energy in the room at this point was high, and we talked about how to keep it

moving. Pam suggested a blog to energize fundraising and gather stories. Holly agreed to set up a blog site. Anne suggested a business plan, budget goals, and milestones.

ANNOUNCEMENTS

Our email communications list and privacy: to date we have sent our messages with all recipients visible. The list has grown and we now are considering whether to honor the privacy of recipients by making the list not visible. The consensus was to have a private format for routine communications, and possibly use a visible list for special announcements. It was also agreed that we should consider providing an opt-out option.

Pati Stillwater offered to inquire about interns within The Continuum community.

NEXT MEETING

Arthur Stowe, reflecting on the term "relaxation response," suggested we look for a name for a concept that describes our overall contention that art affects healing. He suggested The Quieting Response, coined by Dr. Charles Stroebel. Other suggestions: The Healing Response, Dr. Eva Selhub's Love Response, The Laughter Response. Nancy Lippincott suggested Sublime Response.

Adelaide offered a definition, "Intuition: what we don't know we know, plus our experience." Food for thought.

We agreed on a topic for the opening inquiry for our next meeting:
What are the steps that lead to the art response/healing response?

We closed the meeting with a meditation led by Adelaide.

Meetings to come: MARK YOUR CALENDAR!

November 15

December 13

By Susan Bayley for Discovery Meeting • www.discoverymeeting.org