

Discovery Meeting #3

September 21, 2009



Photograph by Jennifer Roth

Present: Anne Avidon, Susan Bayley, Holly Campbell, Linda DeHart, Joan Drescher, Chris Graefe, Bill Kennedy, Nancy Lippincott (observer), Arthur Stowe

Attending Via Skype/phone: James Cavanaugh

AGENDA

Status of Grant Application
Development of Documentary Outline
Discovery Meeting Mission and Vision
Open Discussion
Healthcare X Prize

Linda DeHart opened the meeting by sharing written comments/info from a number of interested people who were unable to attend, and yet wish to be kept in the loop of the Meeting. These include:

- Ellen Langer, author of "Counterclockwise," book to be featured in documentary film of the same name to be released in 2010.
- Linda Marks – Fox 25 interview, "Healing the Traumatized Heart," on September 24
- Suzanne Hanser – Chair, Department of Music Therapy, Berklee College of Music
- Inge van Pelt – physician, relevant excerpts of her books provided for ideas

- Kathy Parsonnet – Artist in Residence, Dartmouth-Hitchcock Medical Center, NH, comments about creating vision and mission, and grant writing
- Susan Graefe – MSW, comments about healthcare transformation and her observations on the culture of the medical community today.

MISSION/VISION STATEMENTS

It was agreed that we will work on the mission/vision and take it up at the next meeting. Please take time to think about what kind of vision and mission you see for the Discovery Meetings.

There was some discussion as to the exact nature of vision and mission statements. Sue Bayley agreed to research and report findings.

Briefly:

FROM WIKIPEDIA –

Vision, mission and values

Vision: Defines the desired or intended future state of an organization or enterprise in terms of its fundamental objective and/or strategic direction. Vision is a long term view, sometimes describing a view of how the organization would like the world in which it operates to be. For example a charity working with the poor might have a vision statement which read "A world without poverty"

Mission: Defines the fundamental purpose of an organization or an enterprise, basically describing why it exists and what it does to achieve its Vision. A corporate Mission can last for many years, or for the life of the organization. It is not an objective with a timeline, but rather the overall goal that is accomplished over the years as objectives are achieved that are aligned with the corporate mission.

Values: Beliefs that are shared among the [stakeholders](#) of an organization. Values drive an organization's culture and priorities.

WHERE THE DOCUMENTARY STANDS

Jamie Cavanaugh reported on his work developing the basic structure of the documentary. He is asking the question, "What would it take to have a medical system that I like?"

"I'm more interested in the benefits than the costs. If we produce the benefits, the costs will fall in line," he continued.

He asserted that we need to develop actual stories of what the documentary will look like; estimates we can do approximately 70 stories in ten hours, based on 700 interviews.

Joan Drescher described her work, The Moon Balloon Project, with hospitalized children at Mass General, documenting the power of art in their experiences. She said it makes visible what the child is experiencing. She is about 2/3 complete in her research. Dr. Judy Rollins is overseeing this research.

Anne Avidon offered that what we need is to change the paradigm of the passive patient. She said that in Britain the government is currently funding investigation in to artistic engagement to reduce stress, and they are very focused on evidence-based outcomes. She will get data on it.

Jamie is working with various titles for the work; favorite so far:
The Art of Health: A Nexus (Union) of Creativity and Healing in America.

Chris: Suggest a change of wording, from "alternative" to "complementary" or "adjunct" strategies.

Linda: To know what we are working toward, we need to ask ourselves the question, "What does health mean to me?"

Jamie: Creation is the most important area – it's the core of art and the course of life.

STATUS OF GRANT APPLICATION

Bill Kennedy reported on the evolution of his approach to the Peterson Foundation. After an extended discussion, we determined that there are really two separate proposals to introduce:

1. Bill will be presenting his own solution to Pete Peterson's goal of ending the national debt by 2020: The Transformation Project, with the goal of achieving life, liberty and happiness.
2. Discovery Meeting, focusing first on the ten-part documentary, The Art of Health: Places of Creating and Healing in America.

It was agreed that Bill, Jamie, Linda and Sue will work through all the input from this meeting and develop the approach to Peterson.

HEALTHCARE X PRIZE

The X PRIZE Foundation, WellPoint Inc., and the WellPoint Foundation

The American health care system requires fundamental transformation to meet the needs of the nation. An Initial Prize Design for a proposed \$10+ Million Healthcare X PRIZE was announced on April 14, 2009 by the X PRIZE Foundation, WellPoint, Inc. and the WellPoint Foundation. This first-of-its kind competition will focus on reinventing the health care system in a bold, measurable and scientific fashion to catalyze dramatic improvements in health and health care value in the United States.

The Grand Challenge for the Healthcare X PRIZE is to create an optimal health paradigm that empowers and engages individuals and communities in a way that dramatically improves health value.

The above is from the X Prize website and is brought to the attention of the Discovery Meeting by Susan Bayley for its possibilities and parallels with the work that we are about.

The \$10 million X Prize is for a grand and comprehensive vision of healthcare reform. We actually have that vision, but we do not have the resources to act on that scale. The X Prize recognizes that many prize applicants may constitute only a piece of the final solution. They have therefore set up a mechanism to help the various groups find each other and coordinate into the larger entities that are needed to realize their goals.

"It is this idea, that we may fit into a comprehensive scheme, that I find tantalizing," reported Sue.

"My request is that you look at the X Prize website and see what you might see in there for our group." Their web address is:

<http://www.xprize.org/future-x-prizes/healthcare-x-prize>

OUTCOMES

1. Since the meeting, it has been agreed that Bill will approach Peterson with his Transformation Project, and introduce the Discovery Documentary Project as a separate piece, requesting a meeting for us with the foundation.

2. Jamie and others will collaborate to draft a one-two page description of the project to have available for that meeting.
3. We are ready to receive money. All members of the Discovery Meetings are requested to search their contacts and awareness for possible foundations, connections, suggestions, (think "Six Degrees of Separation") that we can consider pursuing for seed money, development money, and eventually project funding.
4. We will develop an advisory board. Please contact Sue with any nominations of people you think would be assets to that board.

Next meetings:

October 19, 6-9 pm

November 23, 6-9 pm

In Cambridge MA

You will receive another notice of these meetings. At that time please be prepared to let us know if you wish to order a light dinner.

We will also ask if you wish to attend the meeting by Skype or teleconference. Skypers please notify us 24 hours in advance.

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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www.beingtogether.com <<http://www.beingtogether.com>>

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

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Chris Cutler – Cutler & Co., Hospital Consultant and Educator, Advisor to COLORS IN MOTION (Discovery Meeting Facilitator)

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Robin Cutler – Artist and Member of COLORS IN MOTION Launch Team.

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Linda DeHart – Artist, Visionary, Creator of COLORS IN MOTION: Visionary, artist and entrepreneur for 50 years, creating large scale aerial sculptures and other forms of custom art for corporations in the USA. Sourcing many innovative and revolutionary initiatives, such as

- o Wings of the Heart (the flags of one family on Earth, the flags that unite instead of separate);

- o Global Living Rooms (monthly gatherings, sharing new thought and evolutionary ideas);

- o Explorations Into Color (monthly discoveries of the power of color); and

- o Discovery Meetings (a collaging of the expertise of a diverse group of professionals and their expertise to explore ways to help in the transformation of healthcare in the 21st Century – especially through The Arts That Heal.)

One example of an art form designed by Linda for use towards well-being is the 2009 DVD, Colors In Motion: Set of Ten. The story is a human journey through 1000 of her original watercolors, artfully synchronized with 10 different musical scores. Creating an inspirational and calming effect, Colors In Motion offers a place in which healing can happen. dehartart@gmail.com
www.dehartart.com <<http://www.dehartart.com>>

Joan Drescher – Artist and Founder, The Moon Balloon Project, a participatory healing for children and their families, leading from her book, The Moon Balloon

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Chris Graefe – CEO Bluewhale Studios, a multimedia and marketing communications firm and member of COLORS IN MOTION team.

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Suzanne Hanser – Chair Department of Music Therapy, Berklee College of Music.

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Bill Kennedy – Transformation Consultant, Advisor to COLORS IN MOTION, and Renaissance Man.

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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, emotional cardiologist and Community Wellness visionary creating a model program with its first pilot in the town of Newton, MA ismheart@aol.com. Faculty member, UMass Boston College of Community and Public Service.

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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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Pati Stillwater – Movement Therapist and Educator, Continuum Practitioner.
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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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Anita Walker – Executive Director, Massachusetts Cultural Council.
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