

Discovery Meeting #8

February 22, 2010

Minutes



Photograph by Jennifer Roth

Present: Susan Bayley, Phyllis Beinart, Holly Campbell, Susan Collyer, Chris Cutler, Robin Cutler, Linda DeHart, Joan Drescher, Gail Ellison, Chris Graefe, Jared Kass, Nancy Lippincott, Jessica Noggle, David Schachter, Pati Stillwater, Arthur Stowe, Naj Wikoff, Pam Wilkins-Horowitz, Judy Young.

Attending Via Skype/phone: Susan Brender, Carrie Brady, James Cavanaugh

PROCEEDINGS

We met at Lesley University, in a space facilitated by Professor Jared Kass, who saved us after The Meme suddenly became unavailable.

THANK YOU JARED KASS!

(NOTE: after the meeting, this temporary kindness converted to an ongoing gift, with the new space becoming our regular meeting place. Even better, our parking struggles have been solved: see directions to nearby parking lot to be sent with announcements for future meetings.)

James Cavanaugh opened the meeting with a statement of purpose: Regarding the national healthcare debate. "What is the will of the people?" he said. "I don't believe that the national healthcare bill is defying the will of the people, and I don't believe that the people in this meeting do, either."

"How can we become the messengers of good health and well-being? Taking action is the first mandate of this group."

He then put a question to the Meeting, asking anyone who has a comment about being in the present moment to share it and to add why they are here?

Answers emerged throughout the evening:

- Pati Stillwater - a "new human medicine" will grow from the convergence of traditional medicine the all the new ways of healing that are emerging.
- Holly Campbell - "What inspires you? What is your passion?"
- Jared Kass - came to as awareness of mind/body health through personal

experiences of being diagnosed at 20 as an asthmatic invalid, then discovering his voice in writing poetry, becoming a runner, and realizing that his condition need not control his life. As Professor and Coordinator of Holistic Studies at Lesley, he researches the contributions of spiritual development to health promoting behaviors, pro-social behaviors, and psychological maturation.

- Jessica Noggle - her passion through yoga is to integrate professional and personal life. As a researcher, she feels it is important to translate scientific evidence into our healthcare and educational systems. Jessica offered to make contact with people in the scientific communities such as NCCAM (National Center for Complementary and Alternative Medicine) and the Institute for Extraordinary Living at Kripalu Yoga Center.
- Naj Wikoff - wants to support the documentary through giving ideas, examples of opportunities and helping to sell it.

Update: Proposal to Partner with Society for the Arts in Healthcare (SAH)

Pam Wilkins-Horowitz reported that the SAH Board of Directors reviewed our request to partner with us in support of The Art of Health Documentary. While their overall reaction was supportive and encouraging, they requested additional information about the proposal, timeline, and support of the project. We are invited to submit a more detailed proposal to the April meeting of the Board which takes place in Minneapolis in conjunction with the national SAH Conference.

Gail Ellison reported that she has talked with Jill Sonke, SAH Board President, and feels that Jill is strongly in favor of our project. We need to add a timeline, funding prospects and the people involved when we re-submit the proposal.

For example: possible connections to Bill Moyers that Susan Collyer explored when she was in New York for the Writers Guild Awards. We will invite Moyers to participate in the documentary when we have the opportunity.

We have had indications from Bernie Siegel that he would be willing to be on camera.

Jamie is working with Ellen Langer to focus on her philosophy of possibilities in healing.

These are our vision – still need to develop project further as to specific topics and talent.

Naj Wikoff – we don't need supporting data ahead of time - suggested we offer researchers the opportunity to research our topics and put their name on their work in this emerging field.

Funding Update:

Several suggestions of possible funding sources to explore were offered:

- Pepsi – Susan Collyer says they have a robust funding program.
- Deepak Chopra also has a department, run by Chopra's daughter, devoted to funding health programs.
- Chris Cutler says there is a boom coming in the architectural industry and we

might research any architectural firms that are SAH members. Then target the top 10 and see if they will be sponsors of this vanguard of a movement.

- Naj Wikoff suggested we look at who will benefit from the documentary and approach them for funding.
- Get students to do the research and the funding will follow.
- Approach vendors of drugs and hospital equipment who have a stake in the outcome of the documentary.
- American Institute of Architects might want to help demonstrate how the physical space of hospitals and healthcare makes a difference.
- Novartis has a facility in Cambridge – approach them for grants/space to meet?

Naj Wikoff Powerpoint Presentation:

Making the Case for Arts in Healthcare to Hospital Executives

With a wealth of statistics and examples of leading hospital arts programs, Naj suggested that there is a strong opening for funding the arts in healthcare.

- The healthcare industry is in distress, and yet, arts programs are increasing.
- The cost of one arts program is about equivalent to one nursing staff position.
- About half of arts program personnel are professional artists, half are art therapists.
- The power of arts programs is that SPECIAL EXPERIENCE is the #1 source of hospital loyalty. Simple patient satisfaction is not enough – the experience must be exceptional.
- Put the arts budget in the patient experience and hospital staff budget: not on the fringe – not in architecture or interior design – not in an ancillary program budget.

To sum up, tie the arts to the lifeblood of the institution: exceptional patient experience.

MARK YOUR CALENDAR!

Next Discovery Meetings:

March 22

April 19

May 17

June 14

Summer break until September.

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