Background
Parkview Regional Medical Center was built with Healing Arts as one of the project's guiding principles and through sponsorship has more than 500 pieces of art installed throughout the campus. Initially a concept dedicated to facility design and aesthetics, it developed into the vision of a Healing Arts program serving patients and families, caregivers and the community through music, visual, literary, movement and mindfulness arts. Partnering with an exemplary community partner, Fort Wayne Dance Collective, Parkview’s goals for the program are to improve patient experience; improve outcomes for patients and families; increase co-worker engagement; and enhance community collaborations aimed at health and well-being. The Healing Arts program is the first of its kind in the state.

Process
Based on the 2009 "State of the Field Report" by Arts in Healthcare, Parkview formed a steering committee that included SVP of Cancer Services and Director of Home Health and Hospice. Together, it established the program’s mission and objectives. After researching best practice programs around the country, Parkview visited UF Health Arts in Medicine program for a three-day intensive site visit.

Using the research, site visit, and objectives, Parkview wrote an implementation strategy that involved delivering the program on four units (2 that needed improvement in HCAHPS) with a total of 13 artists with a six-week rotation of 6-7 artists to quickly monitor, evaluate and change staff, units, arts, etc. where needed. They worked with each clinical unit leader to create engagement; attending all department meetings and sharing the specific information about how staff and patients would benefit.

Measurement
Parkview utilizes three different data sets for measurement. These data sets are regularly analyzed and used to validate the program or show areas for improvement.

Outcomes
Unit A – Percent Excellence improved 9.7%, moving them over 15 points to the 98.8 percentile. Overall quality of care score has improved more than 16% and Net Promoter Score (likelihood to recommend) has improved over 12%. Pain management, pain controlled and help with pain responses have improved an average of 16%.

Unit B – Percent Excellence improved 8.7%, moving them over 26 points to the 96.4 percentile. Overall quality of care score has improved more than 6.5% and their Net Promoter Score (likelihood to recommend) has improved over 2.3%.

In general, responses for Hospital Environment, Quiet, and Communication with Nurses have shown improvement.

Feedback has been overwhelmingly positive with patients recognizing "you cared for me as a whole person, not just my illness or diagnosis." Patients have responded that their Healing Arts interaction enhanced the overall quality of their visit with an average response of 4.73 (where 5 is Excellent).

Employee engagement and satisfaction has increased on units where the program is installed.

Additional community wellness partnership opportunities have resulted.
Second, a thank you card with a detachable, five-question survey was developed. Artists sign and give to each patient they engage with. The focus of the survey covers the experience with the artist; how Healing Arts enhanced the overall quality of care; and likelihood to recommend the program.

Finally, the artists turn in tracking sheets capturing the patients they engaged; length of interaction; what art was utilized; if participation was declined; etc.

**Replication**

The program could easily be replicated at other hospitals, just as Parkview modeled some of its work after the best practice program at UF Health Arts in Medicine (AIM) by focusing on a few core elements:

- Sustained fiscal support. This is a philanthropic model made possible through support of local, regional and national donors.

- Engaged organizational leadership. Without the vision and support of Parkview’s Chief Experience Officer, this program would not have received the necessary buy-in from clinical staff and other leaders.

- Existing Elements. There was already existing evidence throughout the health system, like an employed music therapist by hospice; local art installed at hospitals; and co-workers providing dining entertainment over lunch and dinner in the summer. Build on this momentum.

- Collaboration. Partner with those in the business of art. This collaboration benefits not only this program, but other strategies as well.

- Measurable Outcomes and Feedback Channels. Data validates this model, challenges improvement and aids in storytelling. The storytelling is critical to continue to grow buy-in from staff, increase the use of the program to other departments, and fundraise for sustainability.

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