



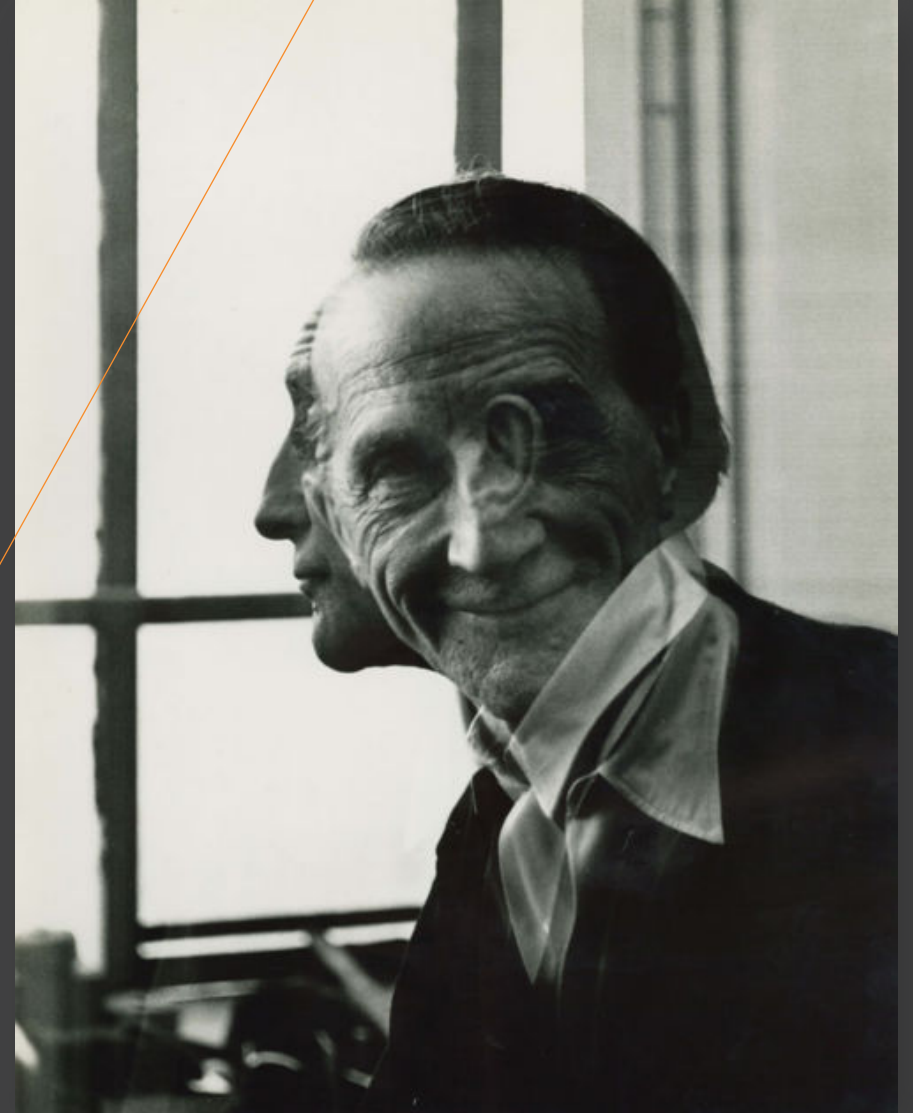
Arts and Medicine. The path.

Oxford, May 14 , 2019

Iva Fattorini, MD MSc, Founder Artocene

“You cannot define electricity. The same can be said of art. It is a kind of inner current in a human being, or something which needs no definition.”

Marcel Duchamp



EINSTEIN AND ART

Personally, I experience the greatest degree of pleasure in having contact with works of art. They furnish me with happy feelings of an intensity that I cannot derive from other sources.

Albert Einstein, 1920



Global impact

One thing... that transcends all...



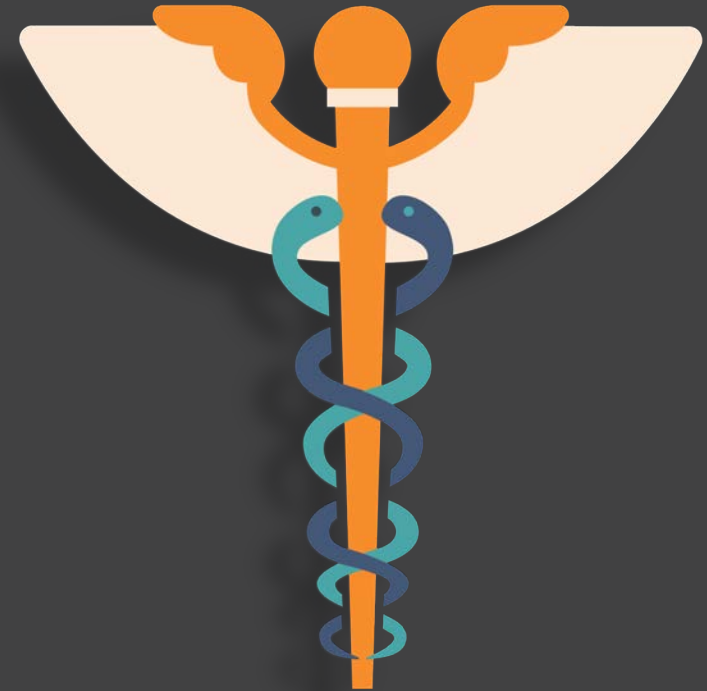
EMOTIONS



Two things which represent core of human existence

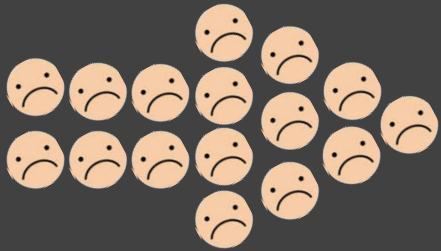


Arts



Health

Global Impact
"Curatorial Thread"



What happens here?



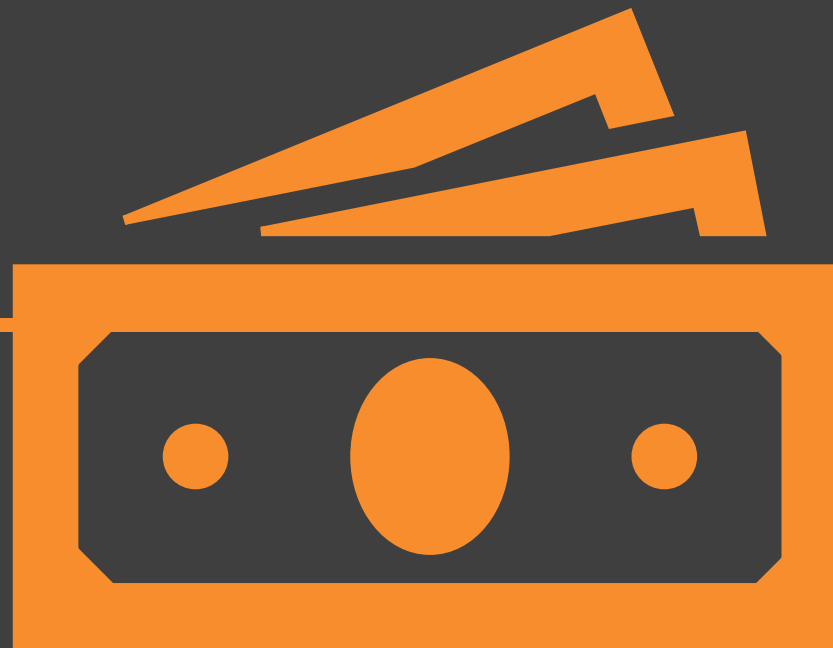
“
Art is a
profound
cohesive
force
”

Healthcare

Administration.....



Money



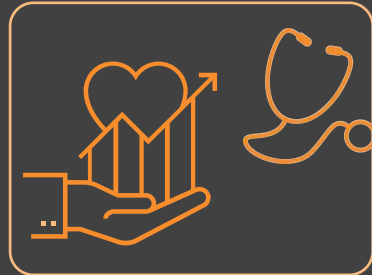


PROBLEMS IN HEALTHCARE

Growing gaps.

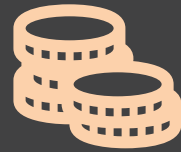


Distance.



Access.

Emotional needs.



Costs.



Burnout.



Waiting TIME.

In 2018, 61% US based Primary Care Doctors spent average of only [13-24 min](#) with patients, everything else was “desktop medicine”. In UK, GPs spent [9 mins 22 s](#) with patients.

Examples of Waiting Time ...

Chemotherapy



3-4

hours per week

3-4 hours per session;
weekly, bi-weekly or monthly
2-6 weeks

4,750

Est. no. of new cancer cases
EVERY DAY in the US ¹

986

Recorded # of new cancer cases
EVERY DAY in the UK 2015 ²

Dialysis



9-15

hours per week

3-5 hours per session;
3 x / week

Ongoing

468,000

On dialysis in the US ³
(2016)

~30,000

On dialysis in the UK ⁴

Transplants



115,027

US waiting list ⁵

× Every 10 minutes someone is
added to the list

× 20 people die each day.

5,487

UK waiting list ⁶
(heart, lung & kidney)

281

waited >7 years ⁷

1. US Data: www.cancerstatisticscenter.cancer.org

2. UK Data: <http://www.cancerresearchuk.org>

3. US Data: .S. Renal Data System Annual Data Report (2015)

4. UK Data: www.kidneycareuk

5. US Data: www.unos.org/data/ as of 30 March 2018 – updated daily

6. UK Data: www.kidneycareuk.org; www.BHF.org

7. <https://www.organdonation.nhs.uk> As of 1/10/2015

Why Arts in Healthcare?

Innovation / empathy / emotions / impact / differentiation



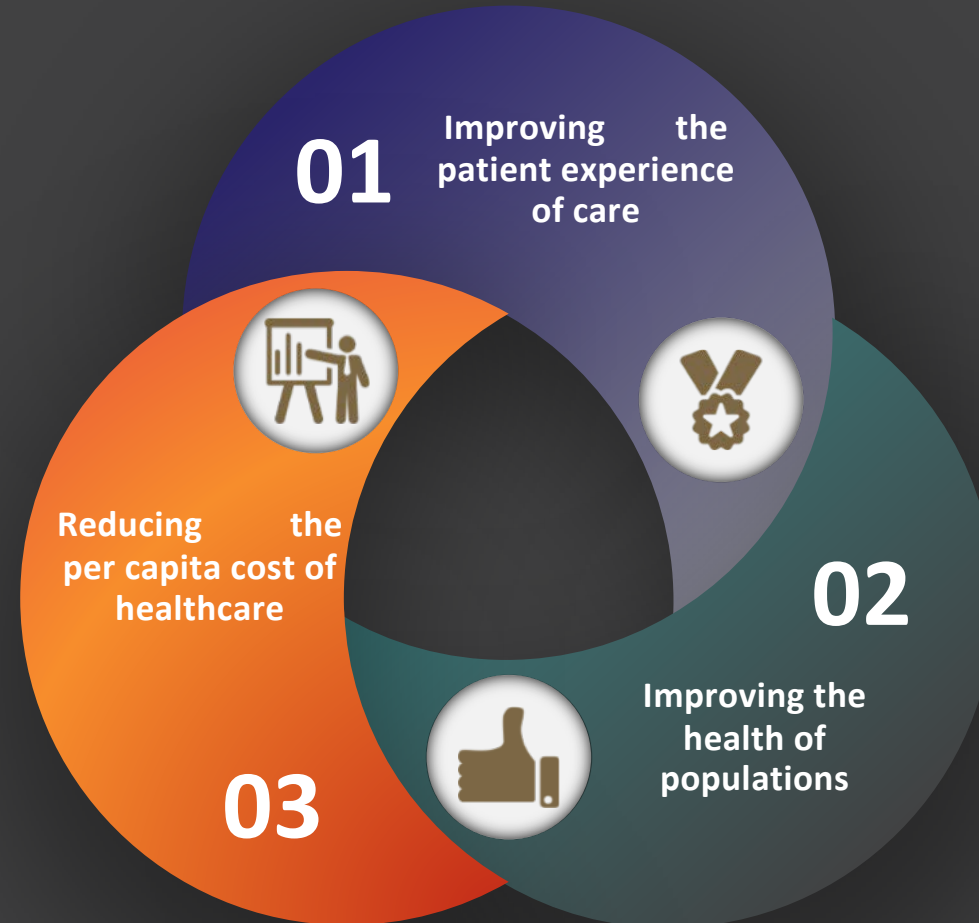
Clinical benefits

- **Decreases** pain
- **Accelerates** recovery
- **Lowers levels** of anxiety and depression
- **Improves** mood


Economic benefits

- **Increases** staff retention
- **Shortens** length of stay
- **Decreases** need for pain medication
- **Higher** employee satisfaction scores
- **Improves** overall hospital experience

Triple Aims Overview




Triple Aims Overview




Save \$567/procedure,
+3 hours nurse time back
on floor, 98% success rate
of difficult procedures for
kids

Reducing the
per capita
cost of
healthcare

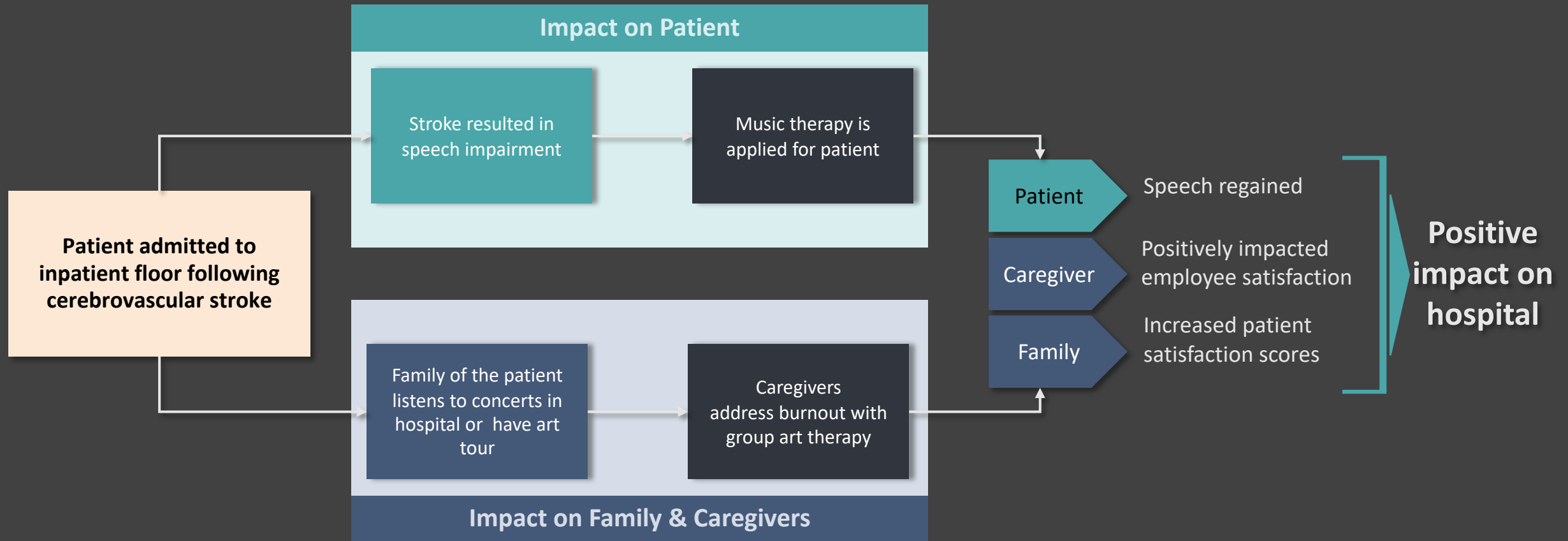


Staff retention decrease
prevents RN Turnover
(State of Field Report, 2009)



Generate revenue for patient
treatments via auctioning -
selling of art (MD Anderson
Cancer Center)

What? – case study





ARTS

EMOTIONS



HEALTH



Kochi, Kerala, India

Story 1



DIALYSIS CENTRE
GENERAL HOSPITAL ERNAKULAM

PRINCIPAL SPONSOR:



**ROTARY CLUB
OF COCHIN GLOBAL**

Inaugurated By

SRI. OOMMEN CHANDY
(HON'BLE CHIEF MINISTER OF KERALA)

ON

12 AUGUST 2012









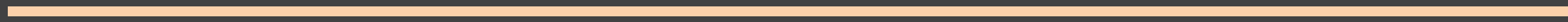


ART CENE

HEALTH TRANSFORMED BY ARTS



Time



Story 2

platform just as the doors closed.

The train lingered a little and I saw that in an empty carriage there was a guy (I assume it was a guy) with a ring on his fist, doing the most amazing drawings on the glass. It reminded me of the images of Picasso drawing with a match in the air.

Although I didn't know how I would get out of Naples that night, I felt like I was compensated for missing my train by witnessing some beauty that no one else had seen before.

These pieces are about this memory.

Ron Arad, 2012



dreamstime.com





Women's Health Care
Rooms 260 - 287 →

EXIT →



Steps



1

Internal inventory



2

Evaluation of local circumstances

(where can money come from and can it be done at all)



3

Mobilise existing human power

(people with interest and knowledge of the field)



4

Assessing needs



5

Discuss integration into existing operational system and budgets



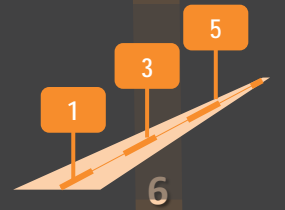
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Never, never, ever give up!



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6

Prioritising programs and developing 1-3-5 year strategic vision



11

From Day One start retrieving hard data



10

Start super lean with quick wins



9

Get professional help/expert consulting –
DO NOT IMPROVISE!



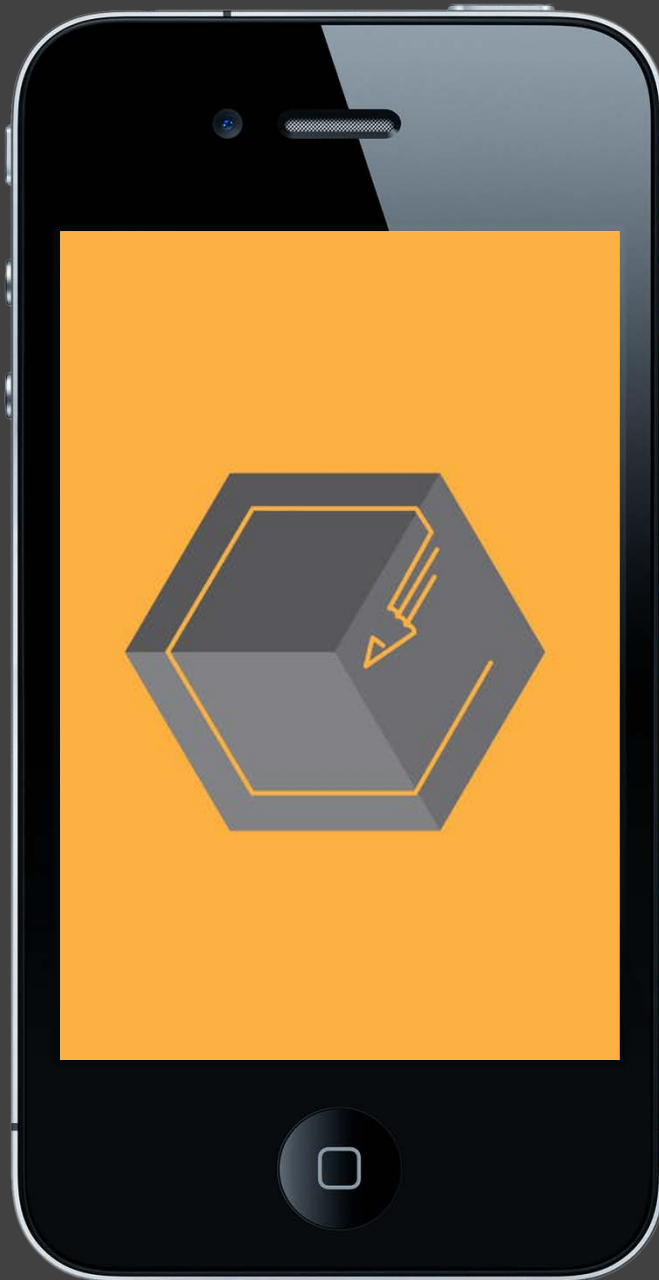
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Get leadership support



7

Develop pitch



Arts and Health research:

U. Florida's well-curated database: <https://arts.ufl.edu/academics/center-for-arts-in-medicine/research-database/>

National Endowment for the Arts Research Lab: <https://www.arts.gov/artistic-fields/research-analysis/national-endowment-for-the-arts-research-labs>

Daisy Fancourt's publication list: <https://www.ucl.ac.uk/iehc/research/behavioural-science-health/people/staff/fancourt>

Q&A

Thank you.

ARTO
CENE

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