Arts and Medicine. The path.

Oxford, May 14, 2019

Iva Fattorini, MD MSc, Founder Artoocene
“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.”
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
What happens here?

Global Impact

“Curatorial Thread”
“Art is a profound cohesive force”
Money

Distance.  Access.  Costs.  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**

**Dialysis**

- **9-15 hours per week**
- 3-5 hours per session; *3 x / week*
- **Ongoing**

**Transplants**

- **115,027**
  - US waiting list **5**
  - × Every 10 minutes someone is added to the list
  - × 20 people die each day.

**UK waiting list **6**

- (heart, lung & kidney)

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

**UK Data: www.kidneycareuk.org;, www.BHF.org**

**As of 1/10/2015**

- **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 2**

- **468,000**
  - On dialysis in the US **3**
  - (2016)

- **~30,000**
  - On dialysis in the UK **4**

- **5,487**
  - UK waiting list **6**

- **281**
  - waited >7 years **7**

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1. US Data  [www.cancerstatisticscenter.cancer.org](http://www.cancerstatisticscenter.cancer.org)
2. UK Data  [http://www.cancerresearchuk.org](http://www.cancerresearchuk.org)
4. UK Data  [www.kidneycareuk.org](http://www.kidneycareuk.org)
6. UK Data:  [www.kidneycareuk.org](http://www.kidneycareuk.org)  [www.BHF.org](http://www.BHF.org)
7. [https://www.organdonation.nhs.uk](https://www.organdonation.nhs.uk)  As of 1/10/2015
Why Arts in Healthcare?

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

Innovation / empathy / emotions / impact / differentiation
01 Improving the patient experience of care
02 Improving the health of populations
03 Reducing the per capita cost of healthcare

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

Reduce the per capita cost of healthcare

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

Staff retention decrease prevents RN Turnover (State of Field Report, 2009)
What? – case study

**Impact on Patient**
- Stroke resulted in speech impairment
- Music therapy is applied for patient

**Impact on Family & Caregivers**
- Family of the patient listens to concerts in hospital or have art tour
- Caregivers address burnout with group art therapy

**Positive impact on hospital**
- Speech regained
- Positively impacted employee satisfaction
- Increased patient satisfaction scores

Patient admitted to inpatient floor following cerebrovascular stroke
Story 1

Kochi, Kerala, India
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
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
6. Prioritising programs and developing 1-3-5 year strategic vision
7. Develop pitch
8. Get leadership support
9. Get professional help/expert consulting – DO NOT IMPROVISE!
10. Start super lean with quick wins
11. From Day One start retrieving hard data
12. Never, never, ever give up!
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
Thank you.