

## Center for Performing Arts Medicine

A guide to performing as part of the

Margaret Alkek Williams

Crain Garden Performance Series



# Table of Contents

I. About Houston Methodist Hospital .....	2
<i>Mission</i> .....	2
<i>How CPAM defines arts integration</i> .....	2
<i>History of arts integration at HMH</i> .....	3
<i>Introduction to the Hospital as a place of service and learning</i> .....	3
<i>"Environments of Care Programming" - keys to success</i> .....	3
<i>Arts Continuum in Patient Care: Music Therapy and Community Reintegration</i> .....	7
<i>Promoting your performance</i> .....	7
<i>Before, during and after your performance</i> .....	7
II. About Margaret Alkek Williams.....	8
III. Logistics.....	9
<i>Parking/Location Maps</i> .....	9
<i>What to request or bring to your performance</i> .....	10
<i>Performance attire</i> .....	11
<i>Important phone numbers</i> .....	11
<i>Artist Card</i> .....	11
IV. Images of Crain Garden .....	12
V. Payment (if applicable) .....	13

## About Houston Methodist Hospital

Houston Methodist Hospital has served the Houston community with compassion and high quality care for nearly 100 years. It is recognized by U.S. News and World Report as No.1 on the “Best Hospitals” Honor Roll in Texas, one of only 20 hospitals in the nation on its prestigious Honor Roll and is Nationally ranked No. 57 on Fortune Magazine’s 2015 “100 Best Companies to Work For”.

Excellence in patient care is the highest priority for all physicians, nurses, staff, volunteers and administrators at Houston Methodist Hospital. The guiding principle that ensures the quality of care in the hospital is a simple acronym: I-CARE. Houston Methodist Hospital’s I-CARE Values stand for Integrity, Compassion, Accountability, Respect and Excellence. It is the I-CARE Values that guide everything from clinical care to the overall hospital experience.

The introduction of the Center for Performing Arts Medicine (CPAM) to Houston Methodist in 1996 by Dr. C. Richard Stasney is a unique example of how Houston Methodist supports its I-CARE Values and is “Leading Medicine”.

### *Mission of the Center for Performing Arts Medicine (CPAM)*

The mission of the Center for Performing Arts Medicine (CPAM) is to effectively translate the collaborative potential of arts and medicine to the holistic healthcare environment of Houston Methodist Hospital. To achieve its mission, CPAM provides specialized health care and wellness education to performing artists, meaningful integration of the performing and visual arts into the hospital environment, therapy utilizing the arts in support of clinical patient goals and research that seeks to harness the broadest potential of the arts in therapy, rehabilitation and human performance.

### *How CPAM defines arts integration*

The meaningful integration of the performing and visual arts into the hospital environment is a key strategy of CPAM’s mission. We interpret arts integration as high quality, purposeful programming, which is presented in our primary community area of Crain Garden in the Dunn Tower as well as other patient and community areas throughout the Houston Methodist System. High quality refers to the technical expertise of the performers. We strive to present well-prepared examples of youth, community and professional programs. Purposeful refers to the goal of the music presented – to relieve anxiety by creating a welcoming environment of solace, offering emotional and spiritual inspiration and supporting the journey of healing and caregiving for all.

This approach was implemented to achieve important goals for Houston Methodist Hospital by contributing to its patient satisfaction scores, culture, reputation in the community, and carrying out its I-CARE values and mission. It is also an approach designed to broaden the relevance, audience, versatility and opportunities for local and touring arts, educational and cultural organizations. In a survey conducted in 2016 by the Center for Performing Arts Medicine, 97% of Houston Methodist Hospital staff responded that they agreed that live music (piano, small ensembles, etc.) provided in the main lobby/public space have a positive impact on the Houston Methodist Experience.

## History of arts integration at Houston Methodist Hospital

In 2012, CPAM began to expand the daily piano programming in Crain Garden and supplement this programming with regular live ensemble and choral performances, featuring volunteers as well as professional local, national and international artists. This programming growth supports the holistic environment of care at Houston Methodist and has translated into improved patient and employee satisfaction scores. These scores are important indicators of success for hospitals and Houston Methodist's overall assessment scores have resulted in a #1 Texas Hospital ranking by US News and World Report in 2016. Because the executive leadership of the Houston Methodist Hospital System understands the value of creating unique opportunities for patients and staff in order to build a supportive holistic healthcare culture unmatched by other hospital systems, in 2015, CPAM was approved to expand its services to the entire Houston Methodist System of eight hospitals.

## Introduction to HMH as a place of service and learning

*"We envision the hospital as not just a place to go when one is sick, but an integrated and accessible part of the community, for those seeking health and wellbeing and the experience of caring for fellow man in vulnerable states. The hospital is a reflection of life in extreme conditions and a place where the response to art is also intensified - where boundaries and traditional norms are crossed more easily and can have a more impactful result. How we care for each other in our most vulnerable times reflects our sensitivity to humankind. One does not think of divisions or threats in this environment. The arts can help illuminate life in a unique way leading to healing at many levels.*

*With these thoughts in mind, something I often say to artists approaching this environment is "They (the audiences) aren't here for you, you are here for them." That's not altogether true, as many times the presence or reputation of a particular artist attracts listeners, although I like the spirit of that statement. The artists that have the most success in this environment understand what I mean. We are not a traditional concert venue where guests come for a specific reason, similar to a university or theatre district venue, where the goal is the appreciation of the artist, artistic skill and interpretation of a specific genre or style of music. We are a performance venue where artists come to share music for a specific purpose - to relieve anxiety by creating a welcoming environment of solace, offering emotional and spiritual inspiration and supporting the journey of healing and caregiving for all. But when these things come into equilibrium, an artist with an exceptional level of artistic, technical and interpretative skills, whose programming is purposeful, based on the mission of the hospital, this leads to the most beautiful and powerful results." J. Todd Frazier*

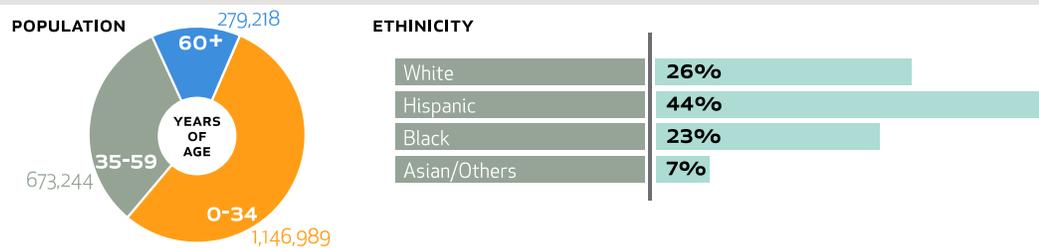
## "Environments of Care Programming" - keys to success

The goal of CPAM performances is to relieve anxiety by creating a welcoming environment of solace, offering emotional and spiritual inspiration and supporting the journey of healing and caregiving for all. Additionally, music can offer an escape and an enriching educational experience for the listener. More importantly for artists and the field of live music, CPAM performances offer a unique opportunity to showcase the value and power of music in our lives in an "emerging market" that has the potential to broaden professional opportunities for artists and audiences for live music.

With these ideas in mind, effective music selection for the hospital environment is the primary key to success, while a wide variety of non-musical elements also contribute to that success. The following are important examples, instructions and directives to keep in mind as you prepare to

submit your “Environments of Care” program for consideration (CPAM has final approval of program submissions):

- Who is in the audience? At any one time, Crain Garden has patients waiting to be admitted, admitted patients and those who have been discharged. These individuals are experiencing various levels of physical discomfort, emotional discomfort and stress. In addition to patients, there are family members, doctors, nurses, residents, medical students, volunteers, administrators, visitors and more who see Crain Garden as a comfortable and inviting space to spend time and an escape from work and life related anxiety or stress. The aim is to support this environment through music. Therefore, music selection, instrumentation and volume are key components to ensuring success. This video, shared by the Cleveland Clinic, brings to light the typical hospital environment artists will enter: [http://www.youtube.com/watch?v=cDDWvj\\_q-o8](http://www.youtube.com/watch?v=cDDWvj_q-o8)
- Where does the audience come from and what do they know about music? The majority of the audience that gathers in Crain Garden is one of vastly different musical and cultural backgrounds. International patients and their families make up an increasing number of visitors. Although from around the world, the majority are from the Middle East, Mexico and Central and South America. Staff are also from around the world with a concentration from Asian countries and Europe. Overall though, the majority of patients and staff are from the US with a concentration from the South Texas Region, neighboring states like Louisiana and from in and around Houston. Statistics for the City of Houston include a culturally diverse population (from the 2015 Arts and Cultural Plan for the City of Houston):



- What makes this venue unique? Crain Garden is a location where thousands of people pass through every day and is an important location for the business of the hospital. It offers a unique performance environment as the audience members are primarily “unintentional” audience members. Even though most people do not come to the hospital expecting a performance, they do find themselves grateful for the welcoming and inspiring environment. Some guests will sit for the entire performance, but the large majority of guests will stand, be engaged while walking by, or choose to participate from afar. The majority of the guests will be engaged from 1-5 minutes. Some guests may walk near or, occasionally, even through performance areas speaking on the phone or presenting behavior that would not occur in traditional venues. Artists are asked to adjust to and embrace this “nontraditional” environment.
- How do I approach programming for Environments of Care? It is very common for individuals in the health care setting to be in a state of heightened anxiety. Therefore, music can be a remedy to reduce anxiety by providing solace (defined as: comfort or consolation in a time of distress or sadness). Support through music may also offer emotional and spiritual inspiration and strength to continue a path of healing, service and caregiving. Additionally, music can offer an escape and an enriching educational experience for the listener. Importantly for artists and the field of live music, it is a unique opportunity to showcase the value and power of music in our lives in an “emerging market” that has the potential to broaden professional opportunities for artists and audiences for live music.

- 1) Programming: Music should appeal to all audiences. A wide variety of musical genres are well-received and provide support in hospital environments, although certain parameters consistently prove useful in guiding musical selection. Music that is tonal, diatonic, or pentatonic in nature, but which might have dissonance in the context of the musical development or drama, is effective. Purposefully atonal or dissonant musical languages that are less familiar to the western ear are not recommended, as the general audience will not have the historical/musical background or training for the music to take on a heightened meaning. Elements of music that may trigger anxiety and that should be avoided often include sudden loud sounds, high volumes, dissonant chords, extended sections of harmonic dissonance and intense rhythmic activity. In addition, extremely virtuosic and rhythmically angular music should be avoided in this particular setting as it may increase the anxiety levels of listeners in an unintended and negative way. An example of the later would be Sergei Prokofiev's Piano Sonata no.7 Opus 83. Although it is an extraordinary piece, it is not an effective choice for the goals of our programming. An additional example of a piece not as well suited is Dimitri Shostakovich's String Quartet No 8 in C minor, due to its aggressive rhythm, dissonant chords and sudden volume changes. An example of an effective piece would be the Quartet in B flat Major "Sunrise" by Joseph Haydn, due to the light and uplifting tone and short movements. This does not mean that music must always be perceived as "happy." Music has a unique ability to be uplifting even if it seems sad, as in the second movement to Barber's String Quartet "Adagio for Strings." Additional examples of successful programming choices include early music, baroque and classical era music, folk/popular-based contemporary music, folk music from the US and different traditional cultures from around the world (especially when tied to cultural demographics of the hospital), spirituals, sacred music, hymns, popular songs/melodies, popular music from classic musicals or movies and the "American Songbook" are well-received in Crain Garden. Houston Methodist is a faith-based institution that welcomes all cultures and religions, therefore spirituals/sacred music from all faiths are welcome. Standard or classic Jazz in small combos is effective, but due to noise level restrictions, drums should be omitted.
- 2) Is audience participation a good idea? Seeing that some patients are confined to a wheel chair, connected to monitoring devices, or they are waiting to hear news of a family or friend, audience participation is not advised. However, brief general introductions are well received because overall comments about the music and personnel do personalize the experience. Because the audience members may be from different countries where English is not the native language, less is more in regards to speaking during a performance.
- 3) Other circumstances to consider: The front desk is near the performance area where patients are being admitted to the hospital and the business of the hospital is being conducted during the performance. In addition, it is possible that an announcement will be made over the loud speaker regarding an emergency code in the hospital (e.g.: code blue - cardiac arrest). Should this happen during your performance, please continue performing. It will be made clear if the emergency requires your evacuation (e.g.: code red - fire). Should this occur, find the nearest exit.
- 4) Programming opportunities: Recognizing different cultural holidays or important times of years, national holidays and celebrations (Veteran's Day, Lunar New Year, etc.) is always welcomed and it is a meaningful way to bring the community together and leave a positive impression on listeners. For employees, special holiday events offer a work-life connection that is especially meaningful in a work environment that

captures the extremes of the human condition. Considering that music can have very powerful associations, attempts should be made to avoid music that may be associated with cultural oppression, or those that have negative connotations to some cultures. For example, although the well-known song “Dixie” was not written specifically to be identified with the south or slavery, the song has been associated with historical situations that may make some listeners uncomfortable.

- 5) Programming Examples: The following is a successful program by harpist Emily Klein and mezzo-soprano Teresa Procter. Note: this program contains short movements, a variety of musical genres and cultures and has broad accessibility in musical language/style:

Debussy First Arabesque: Harp Solo 5'  
Debussy Mandoline 3'  
Debussy Les Cloches 2'  
Debussy Beau Soir 2'  
Debussy Nuits D'Etoiles 3'  
Debussy Girl with the Flaxen Hair: Harp Solo 2.5'

Schubert An Die Musik 2'  
Strauss Breit uber mein Haupt 2'  
Strauss Morgen 4'  
Hugo Wolf Auch Kleine Dinge 2'  
Pushkin Love Song 3'

Rogers & Hammerstein The Sound of Music Solo: Harp Solo 2.5'  
Rogers & Hammerstein Sound of Music Edelweiss 2'  
Mercer/Kosma Autumn Leaves 3'  
Arlen Somewhere Over the Rainbow 2'  
Mercer/Mancini Moon River 3'

- 6) From a Performer in Crain Garden: Pianist Dr. Krume Andreevski approached



programming the following way: “...when I was choosing the pieces, I intended for the program to have variety of musical styles and I think that that is the reason it worked well at the hospital. A lot of pianists and musicians often choose works that are united with a certain theme. It can be a set of works connected with a certain genre, a certain musical

period, a certain geographical area, or sometimes even works by composers whose names start with the same letter. In the case of performing at Crain Garden, I don't think there is a need to program works of one musical style because the largest part of the audience are just people passing by, so they could not be taken to some “journey” that requires a lengthy attention from the listener. If the people passing hear pieces from a similar style now and a bit later, they stop paying attention. I think that contrasting works are a better choice for that surrounding. It provides an interesting program and it catches the attention of the people working there whose attention is diverted musically (hopefully in a positive way) for a few moments. I actually enjoyed performing in that setting because there is a certain spontaneity caused by the “busy nature” of that space. The pressure is not that high, as it is when playing in a hall where every single note has to be perfect. This makes it easier to focus on the artistic message of the works and to communicate them more naturally.”

## Promoting your performance

CPAM creates a calendar for performances that is distributed throughout the hospital. As a result, we ask that you submit a photo that best represents the individual or group performing in the Crain Garden Performance Series. Sometimes, when space is limited, a photo is not used but it is always preferable to include images on our calendar.

In addition to photos, we ask that the individual or group share a description of the performance to include in the calendar. A good example comes from Da Camera, a Houston-based ensemble:

“Da Camera presents Lois Albez and the Thomas Helton Trio in a tribute to the landmark recording Getz/Gilberto, which fused the sounds of West Coast Jazz and Brazilian bossa nova.”

Please provide this information at least one month in advance to ensure it is included in the monthly calendar.

Photos and descriptions will be included in announcements made through Houston Methodist’s system of electronic posters throughout the hospital system. These digital posters are commonly on the 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> floors near common areas, high traffic walking paths and publicly accessible entrances.

The date and time of the concert will be listed on CPAM’s webpage on the Houston Methodist website: <http://www.houstonmethodist.org/performing-arts/news-events/crain-garden-performance-series/>

Guests are always welcome to attend your performance. All performances are free and open to the public, unless otherwise noted.

## Arts Continuum in Patient Care: Music Therapy - Community Reintegration

What is Music Therapy? Music Therapy is “a systematic process of intervention wherein the therapist helps the client to promote health, using music experiences and the relationships that develop through them as dynamic forces of change” (Bruscia, 1998). The practicing board certified music therapist has completed a degree plan detailing the specifics of the psychology of music, human anatomy and physiology, neuroanatomy, basic psychology, human development, music theory, instrumental performance and music therapy techniques. Through this degree and clinical internship the therapist learns to implement evidence based interventions that utilize music to achieve optimal health related to the specific needs of the individual. Once the academic work and supervised clinical hours have been achieved the therapist can then sit for the certification exam.

Music therapy within the medical institution has proven effective in areas of physical rehabilitation, neuro rehabilitation, mental health, trauma processing, critical care and end of life/bereavement. The music therapy can also offer consultative support to staff and volunteers in the area of self-care. Providing services for people in need can challenge one’s philosophies and emotions. A self-care regimen is essential to all staff and volunteers in order to maintain a high quality of interaction and compassion.

Finally, should a performer notice a particular patient struggling during a piece of music they may feel it necessary to call for assistance. Music is a powerful tool and can evoke a variety of emotions. Contacting the music therapist to assure safety of patients and family members is a responsibility shared by the arts integration volunteer and staff.

Bridge between Arts Integration and Music Therapy – Community Reintegration Arts integration performers and music therapists can work together to develop opportunities for patients to practice community reintegration. Community reintegration involves providing opportunities for patients to promote greater self-sufficiency, prevent relapse and increase quality of life by preparing them to re-enter their social circles and communities upon discharge. Performance experiences provide a great opportunity for patient's to practice social skills, interpersonal skills and leisure interests.

During hospitalization patients are often unable to go outside, furthermore, trips and events where the patients leave the physical environment of the hospital is not possible. This can create feelings of isolation, depression and hopelessness. If they have suffered a physical change due to their injury they may need to navigate the outside world in a new way. Following discharge patients may have a difficult time venturing out because of fear, lack of motivation, restriction or just not knowing what is accessible to them in their new state. For some individuals, being in large groups can trigger an increase in symptoms.

Attending a performance in Crain Garden is an effective way to experience an environment where patients are able to practice and test their skills in everyday life situations, thereby improving their success in rejoining the community outside the hospital walls.

More Information To learn more about Music Therapy please visit The American Music Therapy Association website at: [www.musictherapy.org](http://www.musictherapy.org) and the Certificate Board for Music Therapists website at [www.CBMT.org](http://www.CBMT.org)

### *Before, during and after your performance*

Are there rules about promotion or solicitation? We want the Crain Garden experience to also promote your ensemble, but there are certain hospital rules by which we must abide. Bringing banners to display behind or near your ensemble is approved if it does not cause a tripping hazard. Having fliers featuring your ensemble or announcements for upcoming concerts is acceptable to have on the refreshment table for guests to pick up at their leisure. Handing out fliers or soliciting individual audience members is not permitted. Selling merchandise, recordings, or soliciting funds as a donation is not permitted in Crain Garden. You are welcome to announce that guests may pick up your fliers on the refreshment table should they want to learn more about your group.

What should I expect as far as a stage or audio visual equipment (AV)? While we pride ourselves in creating an environment for artists to thrive, we are first and foremost a hospital. Therefore, amenities like green rooms and warm-up facilities are not available. Notify us early regarding the items you might need for your performance (e.g.: armless chairs, music stands, audio/visual equipment, risers, etc). We produce a calendar of performances that is distributed throughout the hospital. As a result, we ask that you submit a photo that best represents the individual or group performing in the Crain Garden Performance Series. Sometimes, when space is limited, a photo is not used, but it is always preferable to include images on our calendar.

## About Margaret Alkek Williams



Support for the performance series at Houston Methodist Hospital comes from the Margaret Alkek Williams CPAM Arts Integration Endowment, established through the generous gifts of Margaret Alkek Williams and the Albert and Margaret Alkek Foundation beginning in 2013. The name of the series was proudly and permanently changed in 2016 to the MARGARET ALKEK WILLIAMS CRAIN GARDEN PERFORMANCE SERIES.

Albert B. Alkek created a living legacy in the wording of his last will and testament. In it, he laid out a road map that created the Albert and Margaret Alkek Foundation. Upon his death, in 1995, the Foundation took up the work to which Mr. Alkek and his family had devoted considerable thought, energy and wealth. The Foundation continues to provide support for

charitable, religious, scientific (primarily medical), cultural and educational organizations and programs serving the people of the state of Texas. The majority of the foundation's grants reflect Mr. Alkek's preferences for research and education-related projects that will pay lasting dividends in terms of new discoveries and improved quality of life. Additional grants reflect the Alkek family's strong community involvement, both in Houston and throughout the state.



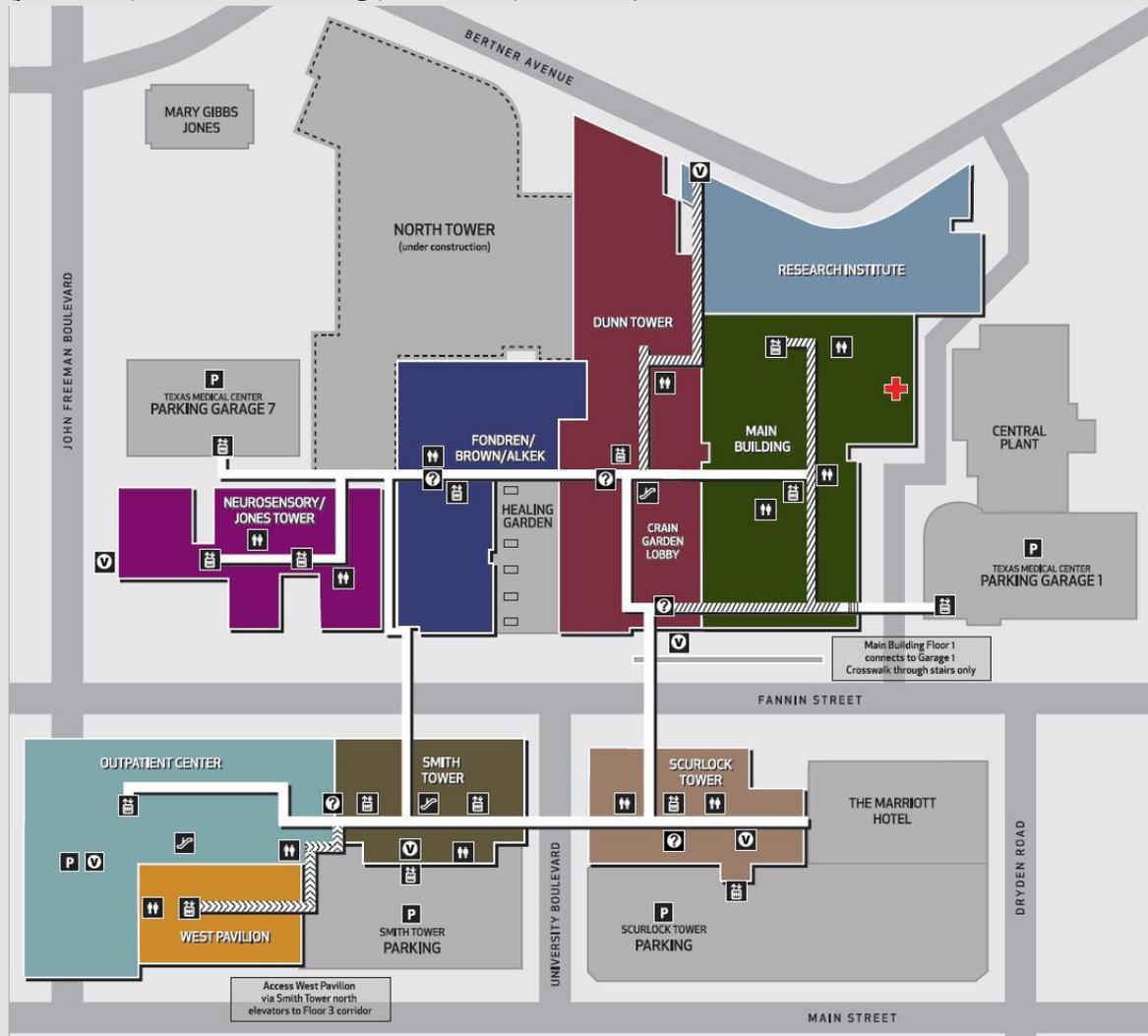
(Margaret Alkek Williams with dancers from Houston Ballet at CPAM's annual Christmas performance in Crain Garden featuring the Houston Symphony)

For more information of the foundation's history, please visit their website:  
<http://alkek.org/2005-report/AlkekLegacyReportHistoryandMission.pdf>

# Logistics

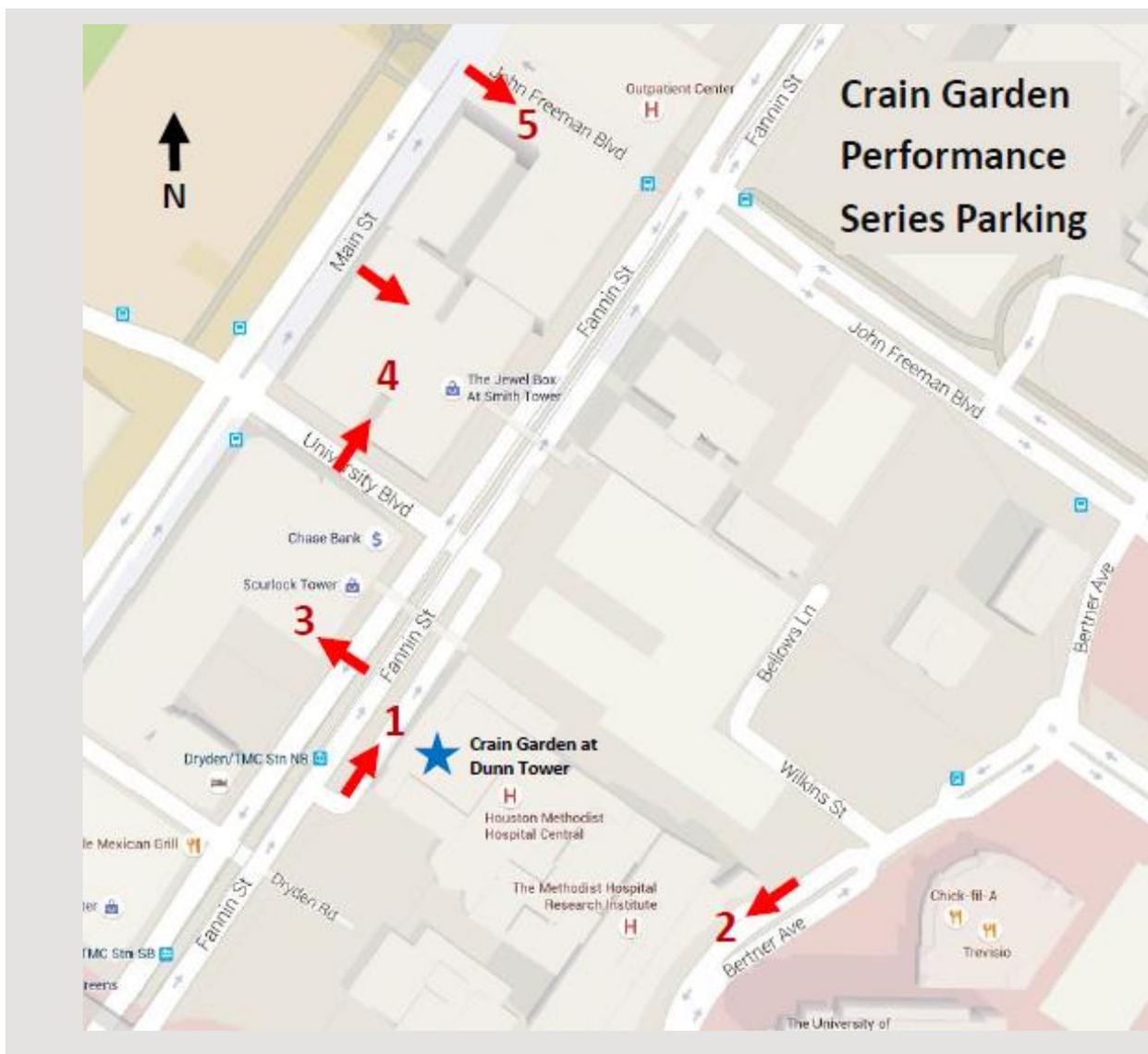
## Parking/Location Maps

The main performance area for the Center of Performing Arts Medicine is the Crain Garden Lobby in Houston Methodist's Dunn Tower, located at 6565 Fannin, Houston, TX 77030. Crain Garden (yellow text) is in the red building (Dunn Tower) in the map above.



Parking in the TMC can be challenging and expensive. Please refer to the map below for locations where we can validate parking tickets (all valet areas). If at Dunn Tower and you are told that parking is full, please inform the attendants that you are a performing musician. They should allow you to park.

- 1—Dunn Tower valet parking (easiest)
- 2—Research Institute valet parking (easy but limited)
- 3—Scurlock Building valet (further walk, cross at sky bridge)
- 4—Smith Tower valet parking (further walk—call if you need assistance)
- 5—Outpatient Building valet parking (more complicated—call if you need assistance)



### *What to request or bring to your performance*

Houston Methodist is not a typical performance space, so items like music stands, stand lights and posture chairs are not in supply. While we can provide a few stands (up to 4 or 5), we recommend that you bring your own stand.

Armless chairs will be provided by Houston Methodist for the performance, but please communicate the number of chairs you need when coordinating your visit.

Crain Garden can be quite dim in the evenings due to the large amount of natural lighting. If you require more lighting, consider bringing a battery powered stand light.

If you require risers, they can be provided as well, but they are in limited supply.

Audio equipment should be available for all performances to be used for announcements and amplification for smaller groups. If you have other A/V requests, please communicate that beforehand.

All requests must be made at least 10 days in advance of the performance and are limited in availability based on other programming in the hospital.

## *Performance Attire*

Traditional performance attire (all black, tuxedos, etc.) is not required for the performance, but we ask that you dress professionally. Please avoid t-shirts, tattered clothing and shorts. Patient satisfaction is our priority and we do not want your performance attire to become a distraction to the patient population.

## *Important Phone Numbers*

Laura Duda, Project Specialist (primary contact) – 281.979.9011

Houston Methodist Security – 713.441.4246

Todd Frazier, CPAM Director – 713.441.4048

Shay Kulha, Project Manager – 713.441.4048

Jennifer Townsend, Program Manager for Music Therapy – 713.441.9231

## *Houston Methodist Artist Card*

At Houston Methodist, we treat artists and their unique needs, while bringing the same level of specialized care to every patient we serve. The Artist Card is available to performers who register with the Center for Performing Arts Medicine by filling out the online application and ensures that members of the performing arts community receive medical care specific to their artistic needs. When an Artist Card-holder visits Houston Methodist, they will be assigned a patient liaison who will notify the appropriate specialist(s) as needed to coordinate treatment.

If you do not have health insurance and believe you qualify for financial assistance, please call our Financial Counseling office in Patient Access Services at Houston Methodist Hospital. The phone number is 713.441.6807 and they will be pleased to answer any of your questions about the program and arrange a meeting with a financial counselor if the situation warrants.

Visit <http://www.houstonmethodist.org/artist-card/> for registration and additional information.

**Sign-up for the CPAM Artist Card is FREE.**

# Images of Crain Garden



