In September, the Society for the Arts in Healthcare conducted an annual membership survey to learn about member arts in healthcare programs and initiatives, and find out what programs, services and information would best serve the field. Out of the approximately 1,608 members who have e-mail addresses, 330 (21%) responded to our survey. According to a survey random sample online calculator (www.custominsight.com), our survey has about a 90% confidence level with a 4% error rate. (Last year, there were 354 respondents with a 96% confidence level and 4% error rate.) This summary report includes an analysis of some of the findings, highlights of the survey questions and lists sample comments. The Society will consider these findings as a guide to improve member benefits and create programs designed to meet member needs.

**Highlights:**
The Society for the Arts in Healthcare obtained a great deal of information about who our members are and what their work is in the field. Many of their responses support existing program plans and ideas, including launching an artist registry database that includes visual arts, music, dance and film, to connect artists with the growing number of opportunities in healthcare settings, pursuing an economic benefits study to build the business case for arts in healthcare, expanding our regional network program and expanding our database of arts in healthcare related training, certificate or degree programs. This year, we requested additional comments about members’ programs and how the Society can best serve them. These comments will help us to promote the importance of arts in healthcare through the voices of those in the field.

**Findings:**
**Questions 1 & 2: How did you first learn about the Society? What were your primary reasons for joining the Society (check up to 3)?**
Over a third of the member respondents (39.1%) said they learned about the Society from a colleague, which supports our member-to-member campaign concept. Another 21.4% found the Society through an Internet search and 8.9% heard about the Society at a conference or event (a marketing area that we can build on). These are the same ranked order as last year.
The top three reasons for joining the Society included:
1. Networking with arts in healthcare peers (64.9%)
2. Access to current news and research (63.7%)
3. Eligibility for grant programs (40.3%)

Another 36.9% said they joined to support the Society’s mission. This was slightly higher than last year’s ranking.

**Question 3: What Society resources/services/programs have you used/participated in?**
The top five ranked resources/services/programs in the “excellent or most used” category include:
   1. Read the Society e-News Brief (57.3%)
   2. Read/Used the online Other Grants & Awards information (52.9%)
   3. Read/posted to the e-newsletter, SAH Connections (49.8%)
   4. Read/used the online Other Events information (45.5%)
   5. Read the Arts & Health journal (40.6%)

Two out of five are the same top five as last year, in different order. The recently launched online Other Grants & Awards information, online Other Events information and the Arts & Health journal are new to the top five list.

The top resources/services/programs in the “haven’t used” category include:
   1. Applied for/received an American Art Resources/Society research grant (89.5%)
   2. Applied for/received a Society member award (88.1%)
   3. Viewed/hosted the Expressions of Courage traveling exhibit (79.7%)
   4. Applied for/received Society consulting services (77.1%)
   5. Emailed a question through the online Ask the Experts (75.7%)

Two least used resources/services/programs were also included last year (#3 Expressions of Courage and #4 consulting service). Both #1 American Art Resources/Society Research Grant and #5 online Ask the Experts are new programs launched in 2009.

**Question 4: What new resources should the Society initiate to advance the integration of the arts in healthcare?**

The majority of member respondents (70.2%) felt that the Society should provide a database of arts in healthcare related training, certificate or degree programs. The following percentage of respondents ranked the other seven actions listed as 5=“most important” or 4=“important”:
   1. Launch an artist registry database that includes visual arts, music, dance and film, to connect artists with the growing number of opportunities in healthcare settings (68.5%)
   2. Expand the online ToolBox to include additional resources on evidence-based design (64.4%)
   3. Expand the online ToolBox to include resources specific to hospital environments (60.3%)
   4. Develop an online mentorship program to connect students and those new to the field with arts and healthcare professionals (54.7%)
   5. Expand the online ToolBox to include resources specific to long-term care facilities (52.9%)
   6. Launch an online juried gallery to showcase arts in healthcare work (47.2%)
   7. Provide a student webpage where students can find resources just for them (46.7%)

Other suggestions included:
- Expand the online ToolBox to include resources specific to health settings outside the traditional hospital setting
- Provide more international inclusion
- Provide more visibility to arts-based research
Question 5: Rank ideas to provide more professional development opportunities
The majority of member respondents (73.5%) indicated that the Society should offer regional seminars on developing, evaluating and capacity building and/or sustaining arts in healthcare programs. The following percentage of respondents ranked the other five suggestions from the survey as 5="most important" or 4="important":
1. Expand the webinar opportunities to be region specific and provide information on local community needs (54.1%)
2. Offer a pre-conference session at the annual conference on working effectively to grow hospital environments (49%)
3. Initiate an artists’ scholarship fund to help artists join the Society and attend conferences (48.4%)
4. Offer an artist training pre-conference session at the annual conference (41.5%)
5. Expand the annual international conference to locations outside of the U.S. (35.9%)

Question 6: Rank ideas for new priority actions the Society should initiate to advance the integration of the arts in healthcare
Over three quarters (77.4%) of member respondents felt the Society should create a one-page fact sheet for members to use to educate hospital decision makers on the importance of arts in healthcare programs. Of the 5 other suggestions listed in the survey, the following percentage of respondents ranked them as 5="most important" or 4="important":
1. Complete an economic study (“Business Case for Arts in Healthcare”) (71.9%)
2. Create a PowerPoint presentation for members to use to educate hospital decision makers on the importance of arts in healthcare programs (68.7%)
3. Organize a roundtable where hospital/health system CEOs and arts in healthcare professionals can share ideas (67.2%)
4. Work with The Joint Commission to survey healthcare institutions about their arts programs (64.7%)
5. Work with members to develop arts in healthcare policy/advocacy agendas applicable to specific countries or locations (53.6%)

Question 7: Rank ideas for potential public education roles
The majority of member respondents (64.8%) indicated that the Society should create PPT presentations for members to use in their communities to educate about arts in healthcare. Of the five other suggestions listed in the survey, the following percentage of respondents ranked them as 5="most important" or 4="important":
1. Create model press releases and editorials for members to use to promote arts in healthcare (63.8%)
2. Explore opportunities to host press conferences on compelling arts in healthcare advances (54.4%)
3. Launch Arts & Health Month with resources and materials for members to use to promote arts in healthcare internationally (52.4%)
4. Give media special access to the membership directory to search for resources for stories among our members (50.0%)
5. Provide training for members on working with the media (49.7%)

Question 8: What webinar topics would you like to see added to a future webinar series?
The top five webinar topics based on the percentage of respondents that ranked them as 5="most important" or 4="important":
1. Arts in healthcare research: an overview (76.1%)
2. Finding funds for arts in healthcare: prospect research (75.4%)
3. Using program evaluation to build support for your program (71.4%)
4. Medical and healthcare education and the arts (65.1%)
5. Music in healthcare (63.9%)

Question 9: What topics would you like to see discussed amongst participants at a “Bring it Forward” open forum during the next Society international conference in Minnesota?
The top “Bring it Forward” open forum topics in each group category based on the percentage of respondents that ranked them as 5=“most important” or 4=“important”:
1. Research | Building the business case: Encouraging organizations to collect data on cost effectiveness of arts in healthcare programs (65.1%)
2. Medical Education | Getting medical schools on-board with arts in education (62.8%)
3. Medical Art Therapy | Exploring the future of art therapy in end-of-life and bereavement care (59.1%)
4. Spirituality and Art | Cultivating cultural sensitivity among healthcare professionals (57.8%)
5. Alzheimer’s Disease and the Arts | Exploring effective arts programming to slow the progression of Alzheimer’s (57.7%)
6. Creative Writing | Defining creative writing as it is used in healthcare facilities (49.6%)
7. Students | Creating an arts in healthcare network in a college or university (48.1%)

Questions 10, 11 & 12: Are you a member of a Regional Network? Would you join a Regional Network if one was in your area? What would you need to start an Arts in Healthcare Regional Network in your area?
Over three quarters of the member respondents (85.7%) said they are not a member of a Regional Network; however, nearly the same amount (83.3%) said they would join a Regional Network if one was in their area. Of the six suggestions for items to help start a Regional Network listed in the survey, the following percentage of respondents ranked them as 5=“most important” or 4=“important”:
1. Assistance in helping to expand your Regional Network with membership through email invitations to Society members in your area (64.2%)
2. Provide communications support for networks through a listserv (62.8%)
3. Provide a webpage for each network (58.7%)
4. Offer meeting times at the Society’s annual conference (54.5%)
5. Host an online planning meeting (54%)
6. Assist in event planning (47.1%)

Additional comments about members’ programs and how the Society can best serve them
A sample of these comments included:
- Offer grant writing as a topic that is repeated in each webinar series.
- More programs aimed at international members.
- I think you are a super organization and I really enjoyed your conference.
- Research, content, training, etc. needs adapting for a UK context. While arts in health work itself isn't all that different between the UK and US, the cultural, economic and political context is. International collaboration is a good thing but unfortunately arts for health in the UK is run on miniscule budgets and I don't think it's realistic to think that lots of UK delegates would attend a conference in the US.
- Get more information out on how to research and evaluate arts programs to show benefit
to hospital's bottom line and relief from staff burn-out.

- Thank you for the excellence in leadership, for bringing best practices forward and for gathering the experts in our field and maintaining best partnerships internationally so that we as active members may have access to all of this brilliance to further our professional lives and communities in a meaningful, humanitarian way.
- I have appreciated the webinars and newsletters.
- I think the Society should cast a wider net to therapeutically oriented arts programs, e.g., at risk children, adolescents, adults that come to the attention of Juvenile Courts, schools, etc.
- You're doing just great - thanks to all of you doing the sweat work!
- Explore the potential of sharing programming and information with the Performing Arts Medical Association (PAMA).
- Being able to access presentations from past conferences is very useful! I didn’t know the archive existed until now.
- Develop more visual arts resources for healing environments.
- Initiate an equivalent Evidence-Based Design certification that focuses on a broader view and understanding of the arts as a healing force, looking at its historical, evolutionary, psychological, spiritual and archetypical effects on wellness and healing. *i.e.*, Evidence-Based Integration of the Arts in Healing Environments.
- Add a section to the job/employment webpage where recruiters can look for potential employees, or networking can be initiated.
- Initiate a start-up/small grant program.
- Mentors for students working on their thesis.
- Connect with more drama therapists, perhaps by forming an alliance with NADT.
- I am so excited about this organization and its possibilities. Thanks for all you've done to date!
- Would like to see more of an outreach to the artists who are doing the work on the ground level.
- As a non US resident (Ireland), I would be interested in courses that would complement the voluntary Hospital based Arts programme I am involved with.
- The membership demographic reports posted online are very useful.

(*Comments were edited for brevity*)