



UNIVERSITY OF ROCHESTER
MEDICAL CENTER

VOLUNTEERS *in*
PARTNERSHIP
CONFERENCE

March 30, 2019

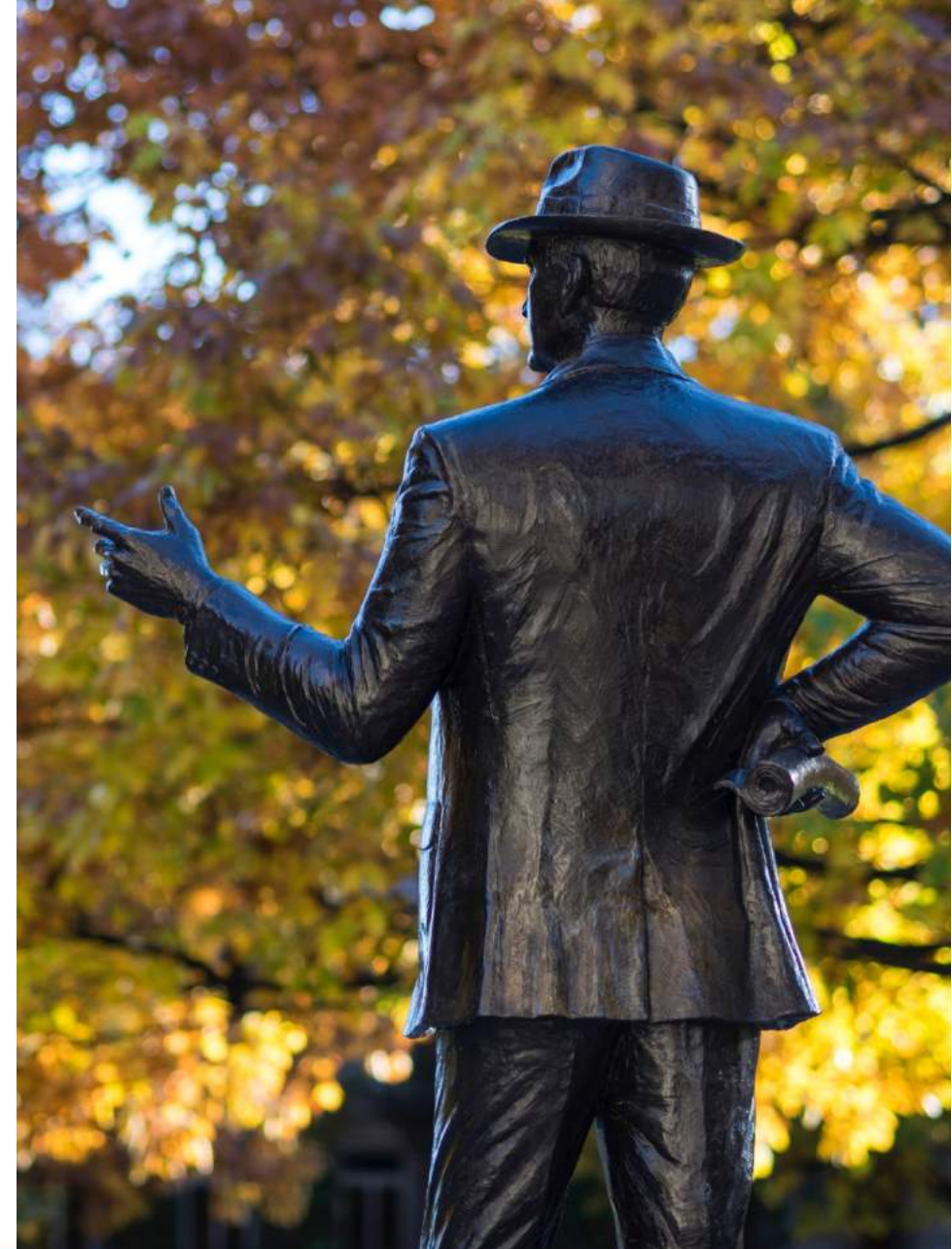
Eastman Performing Arts Medicine

Michael Rotondo, MD
Jamal Rossi, Dean
Ralph Manchester, MD
Gaelen McCormick



Eastman Performing Arts Medicine

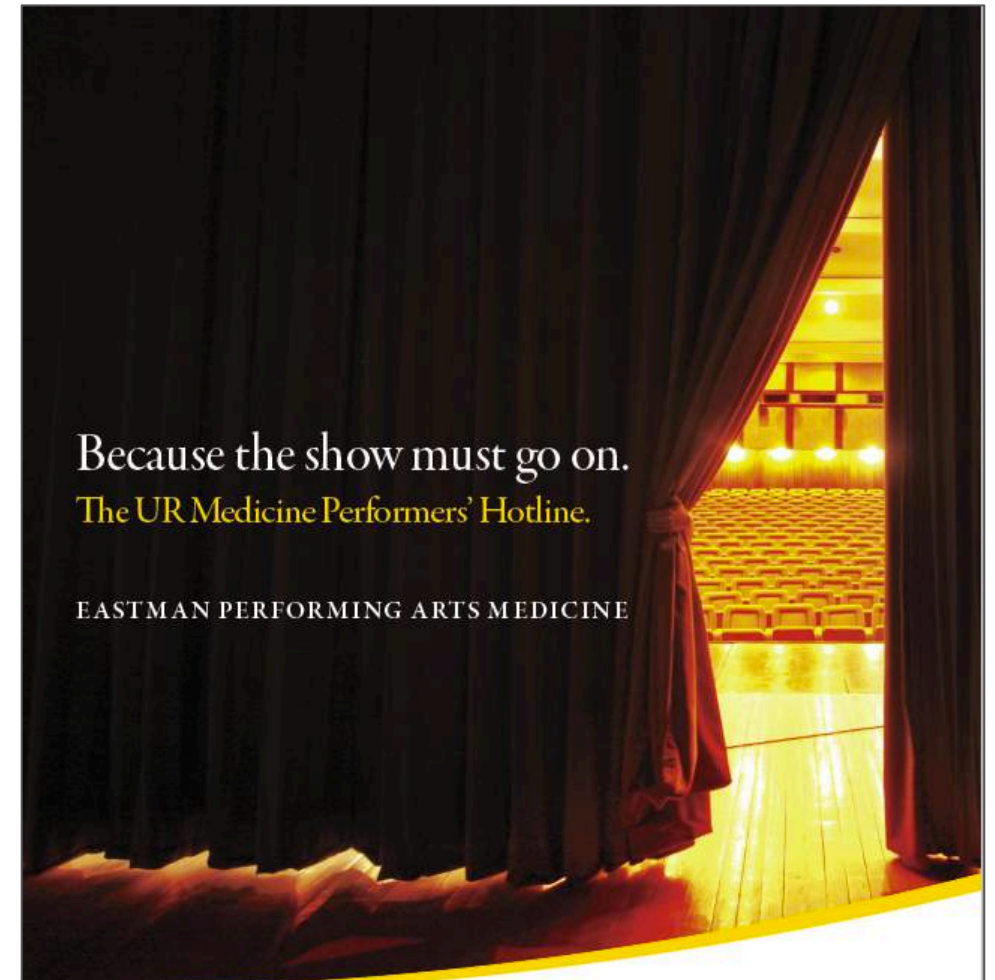
- What if performers and doctors could create something greater together?
- Bringing world—class performing arts to medicine and world-class medicine to performing artists
- George Eastman's legacy
- Evolvment of our program- a new way to heal, care, learn, inspire





Bringing the Program to Life


- Philanthropy
- Leveraging collaboration and expertise
- Program Manager
- Creation of virtual clinic
- Easy Access- one number with concierge service
- Creation of web site
- Marketing and PR Strategy
- Robust schedule of performances



Because the show must go on.
The UR Medicine Performers' Hotline.

EASTMAN PERFORMING ARTS MEDICINE

If you're sick or injured and have a performance coming up, call Eastman Performing Arts Medicine.
Our doctors can see urgent cases within 24 hours. And they have the specialized knowledge to help with a wide range of conditions.
The show must go on. And we're here to make sure it does.
Call 000.000.0000 or visit performers.urmc.edu



MELIORA
UR
MEDICINE
MEDICINE of the HIGHEST ORDER

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Performing Through Research



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Todd Frazier '92E

President, National Organization for Arts in Health
Director, Center for Performing Arts Medicine,
Houston Methodist Hospital

NOAH

NATIONAL ORGANIZATION for
ARTS IN HEALTH







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Caring for the Injured Artist

- Expert clinical care for both acute and chronic conditions
- Multidisciplinary Care
- 24/7 Care
- One Phone number for easy access
- Same day appointments as needed



Caring for the Injured Artist

- Commonly Treated Conditions:
 - Musculoskeletal and orthopaedic needs
 - Voice issues and conditions
 - Neurological Concerns
 - Stage fright and Anxiety



Performing as a Means of Healing

- We lead the way in using music therapy to aid the healing process
- Currently providing music therapy in the Children's hospital with plans for vast expansion throughout the hospital



Music Therapy Team



Rosie Obi, MS, LCAT, MT-BC
7th & 8th floors, WCC
(40 hours/week)



Elaine Kong, MM, MT-BC
PICU, PCCC, NICU
(25 hours/week)

[GCH Music Therapy](#)

Arts Integration

Performances in the clinical setting



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Who is served by Arts Integration?

Why should we perform in healthcare spaces?

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This is VERY different from performing in a concert format



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Questions?

