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The Halo Effect: Does In-Hospital Art Intervention Result in Improved Overall Patient Satisfaction?

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The Halo Effect: Does In-Hospital Art Intervention Result in Improved Overall Patient Satisfaction?

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Introduction

The positive impact of art therapy on medical patients has been well-established in the literature.¹⁻³

- Association between visual art creation and maintenance / reconstruction of a positive identity throughout cancer treatment
- Decreased need for narcotic medications and patient length of stay following participation in guided imagery sessions

Despite an abundance of research on art *therapy*, few studies have examined impact of in-hospital art *intervention* on overall patient satisfaction.

Objectives:

- Examine impact of *Art from the Heart* (AFTH), an in-hospital art intervention program, on patient interpretation of overall care received during hospital stay—the ‘halo effect’.
- Assess temporal, institution-level patient satisfaction survey scores following establishment of AFH intervention program

Hypothesis: Patients receiving AFTH intervention would report improved overall satisfaction scores and temporal institutional patient satisfaction scores would increase following establishment of AFTH.

Figure 1. Artwork created by patient participating in AFTH intervention



Methods

Art from the Heart: Burlington City Arts collaboration with UVM Medical Center volunteer services

- Program’s goal is to support patients, families, and staff through art interventions such as supplying art kits, hosting art projects, and decorating patients’ rooms

Following review and exemption from UVM IRB, 4 weeks of structured interviews were conducted with patients on **Baird 4** and **Shepardson 4** at UVM Medical Center (2 weeks with AFTH present on floors; 2 weeks with no AFTH present)

- 8-question survey using Likert scale and short-answer formats assessed patient satisfaction, AFTH status, & AFTH opinions

Temporal trends in institutional HCAHPS (Hospital Consumer Assessment of Healthcare Providers and Systems) data for Baird 4 & Shep. 4 assessed following launch of AFTR from 2015-2018

Results

Art from the Heart Data

A total of 64 patients (Baird 4: n=33; Shep 4: n=31) agreed to provide survey data over 4-week period

- 19 patients AFTH intervention (29.7%)
- 45 patients no AFTH intervention (70.3%)

Figure 2. Baird 4 Likert survey responses AFTH vs. no AFTH

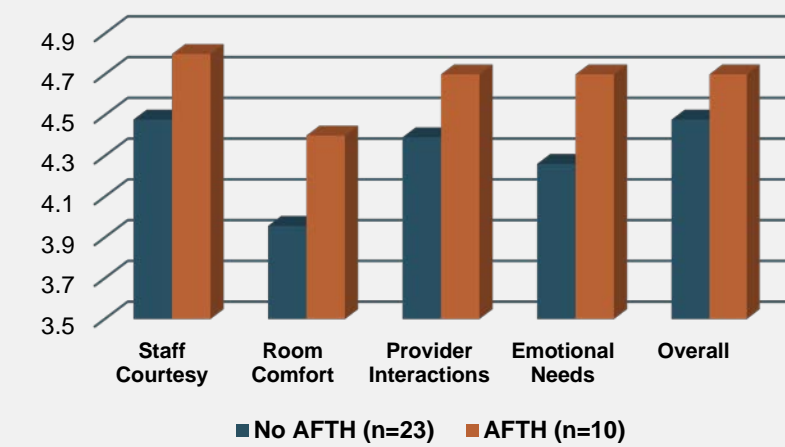


Figure 3. Shepardson 4 Likert survey responses AFTH vs. no AFTH

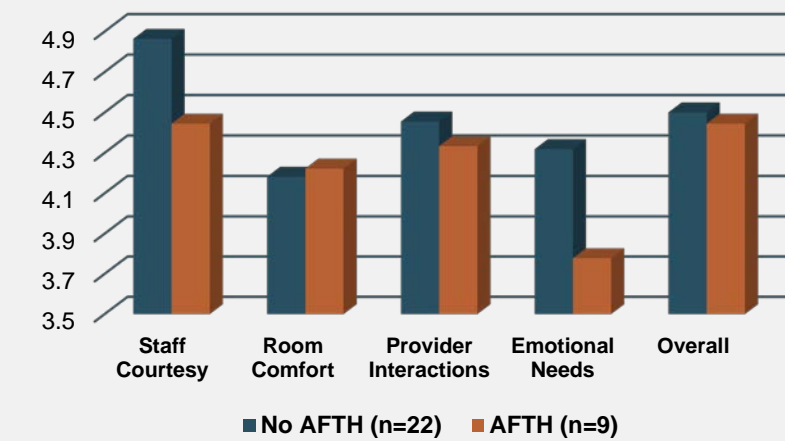


Figure 4. Overall Likert survey responses AFTH vs. no AFTH

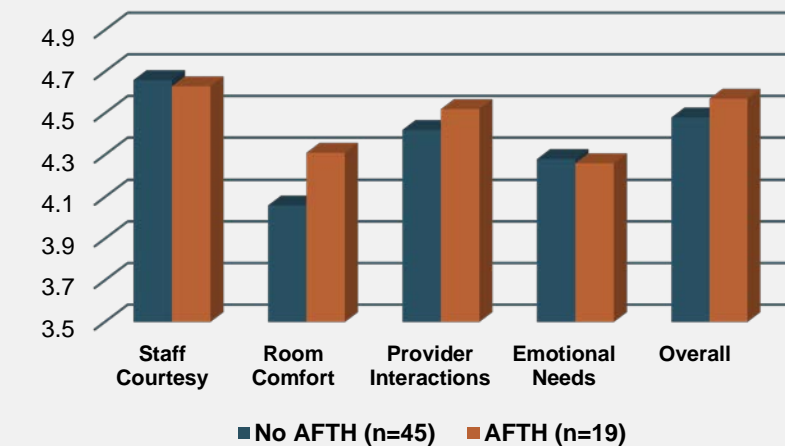
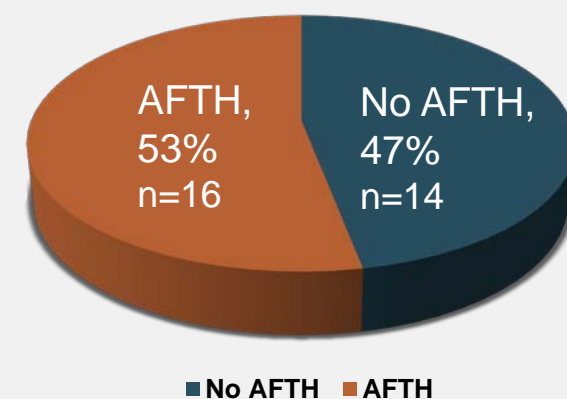


Figure 5. Breakdown of AFTH participation during 2-week intervention period with AFTH present



HCAHPS Data

A total of 2,650 institutional HCAHPS patient satisfaction surveys (Baird 4: n=1,646; Shep. 4: n=1,004) from 2015-2018 retrospectively reviewed

- Cruzick’s nonparametric test of trend found no significant unadjusted shifts in patient satisfaction scores over time ($p>0.05$)

Figure 6. Temporal trend in HCAHPS patient assessment: “Friendliness/Courtesy of the Nurses” - Shep. 4 vs. Baird 4

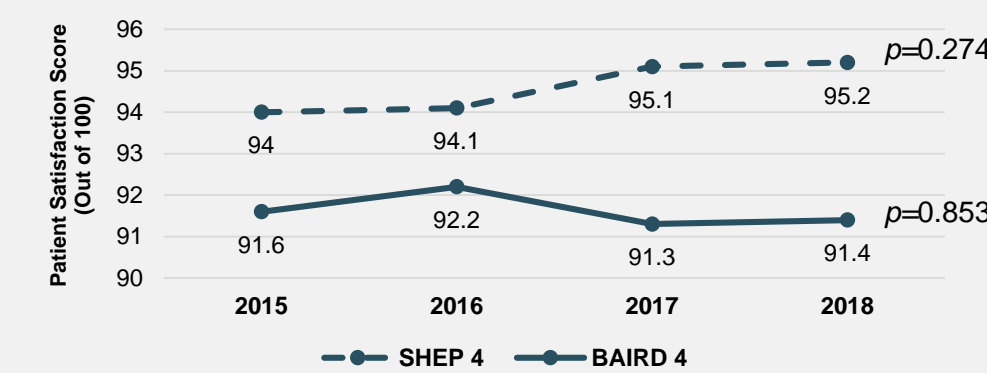


Figure 7. Temporal trend in HCAHPS patient assessment: “Staff Addressing Emotional Needs” - Shep. 4 vs. Baird 4

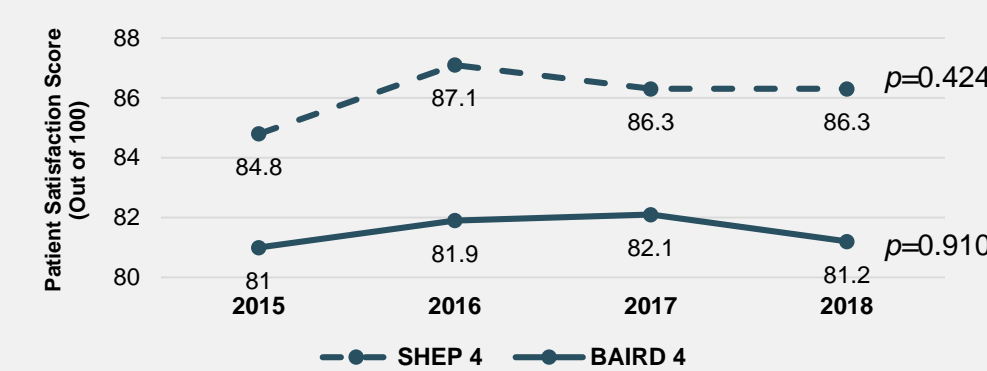


Figure 8. Temporal trend in HCAHPS patient assessment: “Pleasantness of Room Décor” - Shep. 4 vs. Baird 4

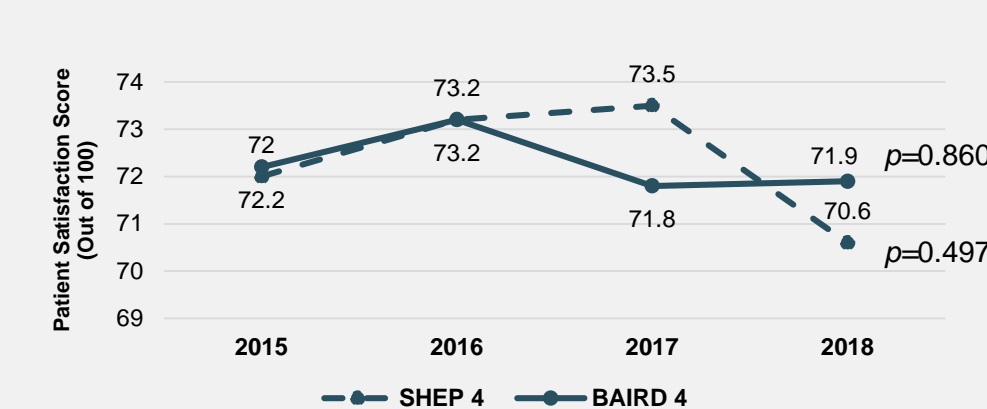
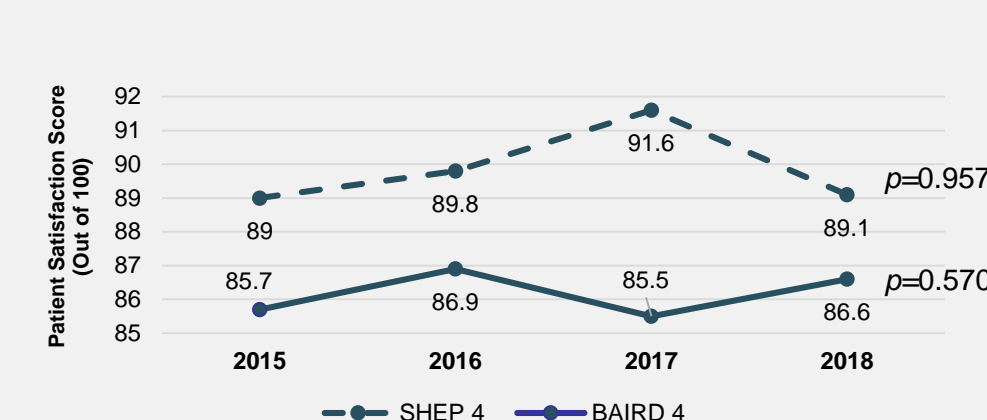


Figure 9. Temporal trend in HCAHPS patient assessment: “Likelihood of Recommending Hospital” - Shep. 4 vs. Baird 4



Patient Quotes

- “[AFTH] comes in and gives you an uplift. [It] makes you feel good and then [the art] is for you and you get to put it on your wall.”
- “[AFTH volunteers] understand love and care about people. A young lady came and drew a rooster and made two paper cranes.”

Conclusions & Discussion

- Results show nonsignificant upward trends in patients’ perceptions of room comfort, care provider interactions, and overall hospital ratings.
- Baird 4 showed the greatest halo effect, which is likely attributed to Art from the Heart spending more time with this floor.
- Temporal trends show no shifts in institutional patient satisfaction scores for Baird 4 or Shepardson 4 following AFTH establishment
- Study limitations include small sample size ($n=64$), with only 19 total AFTH interactions



Figure 10. Artwork created by patient participating in AFTH intervention

Future Direction

- Suggestions for future studies on art intervention and halo effect include performing an extended longitudinal study to accumulate a larger sample size from which to draw conclusions
- Temporal trend analysis showing a decrease in patient assessment of “pleasantness of room décor” suggests an increased need for AFTH and in-hospital art interventions

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