



Dänay Design™

MEDIA KIT

COMPASSION IN ART™
as a crucial modality for
displaying Care and
Reassurance for patients
and employees in the clinical
setting.

www.danaydesign.com
Danise Rosak
Creative Director
Dänay Design™
6804 Thonotosassa Road
Plant City, FL 33565
(863) 868-6908

Healthcare Design for Patient Satisfaction

Helping healthcare providers improve patient outcomes and employee performance with hospital-appropriate art.

About DänayDesign™

Mission:

To establish benchmarks of patient and employee satisfaction, previously unattainable, by transforming healthcare environments with Compassion in Art™.

To educate as to how the influence of environment can break through conditioning and capacitate the human spirit, alleviating pain and fear in patients, and fosters loyalty and integrity in employees.

Dänay Design™ is an in-house design and fabrication company located in the Tampa Bay area of Florida.

We offer our clients a choice of ***an online product catalog or custom artwork.***

Our design team is devoted to creating artwork that delivers calm and reassurance to the anxious visitor, the fearful patient and the stressed caregiver. We understand the need for positive distraction and a message of caring in an often trepidatious setting.

Dänay Design™ has been a trusted authority on healthcare design for 35 years. Launching our line of Compassion in Art™ in 2016 is creating a new standard for the healthcare environment.



Vision: *To see every healthcare setting utilizing optimal choices for artwork in every area of their facility.*



About Danise

As the Creative Director at DänayDesign™, I have had the privilege of witnessing the pleasure our clients experience with the solutions we create for their bottom line which is – ***Patient Satisfaction and Staff Confidence.***

While earning a degree in Counseling, working as a Nutritionist in a Physician's office and a Lab Technician in Hospitals, I developed and promoted ideas for bringing healing into patient and employee areas. While working with concerned nurses and caring for suffering patients, I began to envision how the surroundings could complement the treatment. Testing the effects of special colors and design revealed a dramatic response from patients and staff. The result gave birth to Compassion in Art™, which continues to manifest proven results!

*"The artwork is the first thing everyone notices. Even the smallest ones that don't speak point to the characters when they enter the room. Parents distract their crying children by directing their attention to the artwork. **It changes everything about the experience for everyone.**"* Joanne Bocash, RN (Pediatric ER)

The Value of Compassion in Art™ - Measurable Outcomes



Patient Satisfaction – Off the Charts!

The hospital environment presents huge challenges, and special care must be taken to show patients and staff that they are valued. The results of your branding ARE measurable. Compassion in Art™ is proving that there is a solution for creating an environment that will elicit warmth, comfort, compassion, and healing.

*"The nearly unanimous consensus is that in terms of impact on patient satisfaction,
the waiting room trumps the exam room."* Vanguard

Improving Communication

Making "We Care" a clear brand message facility-wide gives every employee unity of purpose, establishing rapport between departments and with patients. Compassionate art lifts the responsibility from staff to try to manufacture an environment of healing and compassion because the design and the artwork are conveying that message intuitively 24/7. Trust is exchanged when intentions are transparent. Communication becomes unambiguous and emanates freely when positive patient and employee experience is at the core of your brand. Patients are able to speak freely about their concerns and listen more raptly to some they trust that really DOES CARE.

Employee Loyalty

Artwork strategically geared to reduce stress changes attitudes and can reduce staff turnover. Wherever Compassion In Art™ has been installed it enlists positive feedback from employees. They "enjoy coming to work and are motivated to try and be at their best." If you want improved patient satisfaction, START WITH EMPLOYEE SATISFACTION! We all respond to being a part of something so caring.

The Theory of Compassion in Art™

Curb Appeal – Advancing First Impressions

Art and design speaks on your behalf before any human interaction takes place. People constantly make judgments about their environment. Is this place friendly or unfriendly – do I feel out of place or valued? If the question, “How does our facility make you feel?” appeared on patient surveys, you would realize quickly the lasting effect the atmosphere your waiting room has on the grade you are assigned the moment a patient enters your doors.

Hospital art gives you control of the messaging and first impression. Ensuring that the design and considerations of your reception areas, waiting rooms, hallways, and patient rooms convey the intended message of your brand is the function and true purpose of thoughtful design and purposeful art.

The message you lead with will resonate in the attitudes of staff and will be recorded in patient satisfaction surveys. Be sure your branding is solid and is displayed throughout your facility. Consider what you could accomplish even in your parking lot wayfinding before visitor’s even get out of their car?

A Picture Says A Thousand Words



Assuring Positive Patient Experiences

Compassion in Art™ communicates beyond conscious thought, and can be more effective than the spoken word. How? It’s in the way the brain processes images versus words. An image tells a story. Adding the appropriate use of color, facial expression, theme, and strategic placement, conveys a simple message –that We Care! This visceral cognition will translate how everything going forward will then be perceived. Suddenly, your brand message of WE CARE tempers your entire experience. The measurable result will be more positive patient surveys. ☺