

**C.A.R.E. with  
Guided Imagery:**  
How to Expand the  
Therapeutic Benefits of  
C.A.R.E. Programming

Susan E. Mazer, Ph.D.  
President & CEO

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### Welcome & Agenda

- Context for the discussion
- What is Guided Imagery?
- Benefits of Guided Imagery
- C.A.R.E. with Guided Imagery



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Joint Commission  
Requirement

### Clarification to Standard PC.01.02.07

*The identification and management of pain is an important component of [patient]-centered care. [Patients] can expect that their health care providers will involve them in their assessment and management of pain. **Both pharmacologic and nonpharmacologic strategies have a role in the management of pain.***



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Joint Commission  
Requirement

**Clarification to Standard PC.01.02.07**

*Acupuncture*  
*Chiropractic therapy*  
*Osteopathic manipulative treatment*  
*Massage therapy*  
*Physical therapy*  
*Relaxation therapy*  
*Cognitive behavioral therapy*

HEALING HEALTHCARE SYSTEMS

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Joint Commission  
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**Clarification to Standard PC.01.02.07**

*Acupuncture*  
*Chiropractic therapy*  
*Osteopathic manipulative treatment*  
*Massage therapy*  
*Physical therapy*  
***Relaxation therapy > guided imagery***  
*Cognitive behavioral therapy*

HEALING HEALTHCARE SYSTEMS

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**Melzack/Wall: Gate-Control Theory**

Neurological, psychological, physiological.  
Non-painful stimuli can lessen perception of pain.



HEALING HEALTHCARE SYSTEMS

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**Melzack/Wall: Gate-Control Theory**

Distraction theory: Focusing on non-painful stimuli can *lessen* perception of pain.

Thoughts, anxiety about pain will increase perception of pain.

Pharmacological and non-pharmacological means for patient management are optimal.



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**Suffering is silent.**



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**GI → Whole Person Care**



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### Whole Person Care

“A body does not suffer, only a person does...making decisions based primarily on the sick person rather than the disease, maximizing function rather than merely length of life, and actively minimizing suffering lead to the prevention and relief of suffering.”  
*This is the essence of whole person care.*



HEALING HEALTHCARE SYSTEMS

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### GI → Proactive participation in recovery



HEALING HEALTHCARE SYSTEMS

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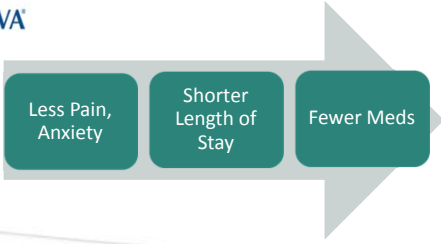
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### Evidence-Based Research: Pre-Op

Cleveland Clinic  
blue of california  
INOVA



HEALING HEALTHCARE SYSTEMS

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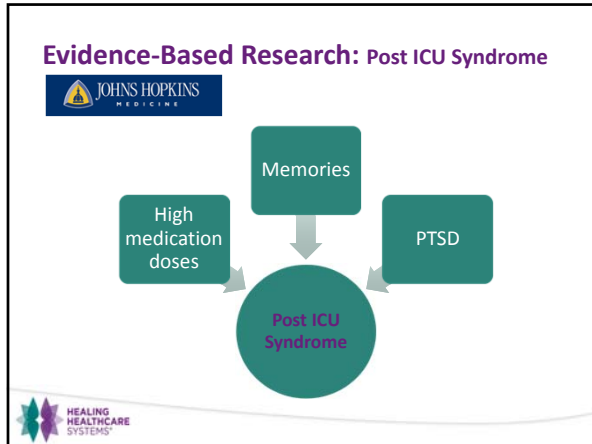
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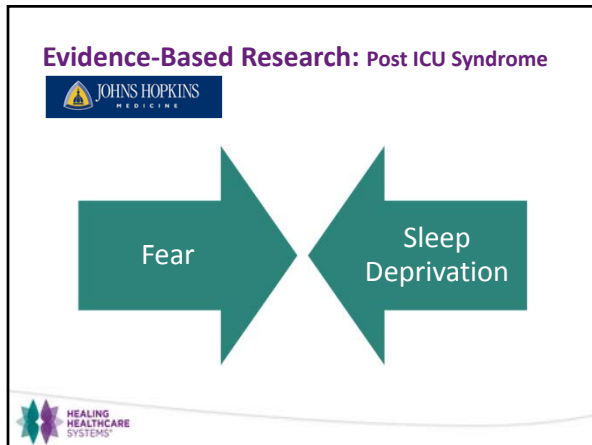
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*"I was in the Neuro-ICU at UMPC Presbyterian in Pittsburgh and viewed your guided imagery programs. I found it so helpful in dealing with my medical condition. It was the highlight of my stay at the hospital and the one thing that got me through my recovery."*



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*"When I first woke up after surgery, they wheeled a TV in my room with this on and as I could not speak (due to being on a ventilator) it was all I had. The program really turned me around, and I loved it. I played it over and over again."*



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**C.A.R.E. WITH GUIDED IMAGERY**

Engages mind and body to reduce anxiety, increase coping skills

- Positive distraction
- Reframes fear into hope
- Hands the power of their recovery back to the patient



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**C.A.R.E.® WITH GUIDED IMAGERY**

**Decrease stress and anxiety**

Decrease pain  
Enhance healing  
Increase relaxation  
Enhance sleep  
Decrease side effects  
Decrease respiratory difficulties  
Improve immune system  
Enhance self confidence  
Increase control  
Decrease blood pressure  
Enhance quality of life  
Decrease depression  
Decrease hospital length of stay  
Decrease nausea



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**Client Success Team**



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**Programming Details**

- General relaxation and specialty exercises
- Over 30 titles
- English and Spanish versions
- Evening programs to help patients sleep
- Dedicated 24-hour channel or VOD



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## C.A.R.E. with Guided Imagery Schedule

(Children Hospital Name) (English Only)

**DAYTIME PROGRAMMING**

6:00a.m.	<b>START THE DAY</b> specifically for morning, a guided imagery focused on the sunrise as a symbol of renewal, energy and the opportunity for healing
6:30a.m.	<b>CHILDREN'S GUIDED IMAGERY FOR PRE-SURGERY</b> focus on the breath for relaxation prior to surgery
7:00a.m.	<b>LAND OF FLOWERS</b> imaginary journey where magical flowers whisper positive affirmations for general well-being
7:30a.m.	<b>INTRODUCTION TO GUIDED IMAGERY/PEACEFUL PLACE</b> general relaxation with focus on the breath
8:00a.m.	<b>THE SERENE LAKE</b> using the image of floating above a beautiful lake, invites the patient to see from a higher perspective
8:30a.m.	<b>BALLOONS IN FLIGHT</b> uses the image of a balloon to release the patient's pain, anxiety and worries
9:00a.m.	<b>CHILDREN'S GUIDED IMAGERY FOR PRE-SURGERY</b> focus on the breath for relaxation prior to surgery

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The screenshot shows the website's navigation menu with 'Resources' highlighted. The main content area features a video player with the title 'WHAT IS C.A.R.E. WITH GUIDED IMAGERY'. The website URL 'www.healinghealth.com' is visible at the bottom.

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**Thank You!**

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