



City of Cambridge

24.

IN CITY COUNCIL

March 15, 1993

COUNCILLOR WALSH
COUNCILLOR RUSSELL
COUNCILLOR SULLIVAN
COUNCILLOR TOOMEY
VICE MAYOR CYR

WHEREAS: The Youville Hospital and Rehabilitation Center has recently announced that it will be the first medical facility in Massachusetts to employ Easy Street Environments as an innovative rehabilitation environment where patients can experience and learn to deal with the physical and cognitive challenges of every day life in a realistic, visually appealing setting; and

WHEREAS: To citizens of Cambridge with disabilities or serious injuries this is a great opportunity to help them with the transition from therapy to real life settings and activities. This is a new concept in rehabilitation services being initiated exclusively at the Youville Hospital and Rehabilitation Center. A copy of the Newsweek article is attached; now therefore be it

ORDERED: That the City Council congratulate the Youville Hospital for commencing such an innovative program.

In City Council March 15, 1993.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-

A handwritten signature in cursive script, reading "D. Margaret Drury".

D. Margaret Drury
City Clerk

THE NEW THERAPY
Bly, Bradshaw and 'The Child Within'

Newsweek

GUYNES
DESIGN
INCORPORATED
(602) 251-6690
1100 N. 1ST AVE., SUITE 100
PHOENIX, AZ 85004



Preparing physically and mentally to go shopping again: The market in Phoenix Memorial

Hard Work on Easy Street

Real-life rehab centers promise a faster recovery

Designer David Guynes's interiors are unquestionably commonplace. Surprisingly enough, that's just the way he wants them to be. Guynes designs Easy Street Environments, scaled-down replicas of Main Street, America, for use in hospital rehabilitation centers. A mini-restaurant, shops and banks, a parking space complete with a compact-size car—all give individuals recovering from strokes or injuries a chance to relearn everyday tasks in realistic surroundings. "Patients have less of a feeling of being stuck in a hospital with an Easy Street," says Jeff Stabenow, rehabilitation director at Seattle's Northwest Hospital. "It helps them see for themselves that they're working on returning to the world."

Guynes designed his first Easy Street for Phoenix Memorial Hospital in 1984. Rehabilitation therapists there had become bored with the traditional system of weights, pulleys and pegboards used to exercise and strengthen the muscles. They were tired of having to wait for good weather to take patients outdoors to evaluate their ability to get in and out of cars or maneuver high curbs and broken pavement. Their solution: a wide choice of real-life props to stimulate patients to work harder and perhaps even speed up the re-

covery process. When the hospital canvassed local designers for ideas on how to structure a center around such props, Guynes, 40, a furniture maker as well as an interior designer, suggested creating three-dimensional mock-ups of shops, self-service laundries and other commercial establishments—and lining them up on a small street. The street itself would have crosswalks, traffic signals and a bus stop.

Maneuvering cars and curbs: Gaylord Hospital



The Easy Street prototype won high praise from both the hospital staff and the members of the Phoenix community who attended its opening in 1985. "I kept hearing, 'This is marvelous! Why hasn't this been done before?'" says the hospital's president, Reginald M. Balianthyne III. Health-care managers from all over America and beyond heard or read about the facility, and soon Phoenix Memorial and Guynes were indeed on Easy Street. Their first customer was Gaylord Hospital in Wallingford, Conn., where the Central Park jogger did her rehab work. To date, 30 environments have been installed in rehab centers and hospitals—at a cost of \$150,000 to \$250,000 each—and 24 more are underway.

"Fear barrier": An Easy Street can't take the hard work out of rehabilitation for patients or therapists, but it can transform a sterile exercise room into a vital area offering everything from gardening to golfing to grocery shopping. "Before, you would have patients lift a 10-pound weight 20 times," explains Mary Oelschlager, a therapist at the Presbyterian Hospital in Dallas. "Now they lift a 10-pound bag of groceries. It's the same skill physically, but now, psychologically, they know they can go out shopping again." Victoria Van Patten, 40, is recovering from a cerebral hemorrhage which caused her to lose control of the left side of her body. Recently she practiced getting in and out of a white Pinto station wagon for 45 minutes at St. Joseph's Medical Center in South Bend, Ind. "It broke that fear barrier of how to get into a car," she says. "It was a big boon to my confidence."

Recent federal legislation mandating access for the disabled has helped ease the way for the infirm or handicapped, but the actual path can still prove to be an obstacle course. To help prepare patients, therapists have asked Guynes for "killer" sliding doors, paving that's uneven, chairs with spring-loaded seats and buses with high entrance steps. When octogenarian Helen

Rutherford, in her wheelchair, tried navigating the sloping floor of the mock movie theater at St. Peter's Hospital in Hamilton, Ont., she found "it was quite a shock." And Guynes is even incorporating audio into some rehab centers. Tapes of impatient mutterings will be put to use at the mini-bank-teller windows and grocery-store checkout counters to prepare patients for what they're likely to hear when their slowness holds up a line. "We'll help them know what to say to calm a tense situation down," says Patty Nixon, who manages the rehabilitation center at St. Peter's. "It's assertiveness training."



A designer who listens to clients: Guynes

Guynes learned early on that patients respond to surroundings that reflect their own towns, so each Easy Street is custom designed. He often uses huge photo murals of local vistas and solicits stores and banks to donate lumber, flooring, even mur-replicas of themselves. One wall at Methodist Hospital in Memphis features a mural of the gates to Graceland while at Bayms Rehabilitation Center in Amarillo, injured ranch hands practice roping and lifting bales of hay in a simulated barnyard. But with the malling of America, finding local color can be a challenge. In that case, a dramatic climate can help—the Baptist Hospital in Miami boasts a tiny beach with real sand—or even a popular sports motif. St. Joseph's in basketball-crazy South Bend, for example, contains a small court and bleachers.

Many therapists report that patients seem to improve at a faster pace by using Guynes's environments. "The length of stay is likely to be shorter with an Easy Street," says Joseph Benanti of Southside Health Institute in Bay Shore, N.Y. Last May the University of Illinois in Chicago began an 18-month study which they believe will produce firm statistics on Easy Street's clinical benefits. If the average length of stay can be shortened significantly, more and more health-care facilities are certain to sign on. Since the mid-'80s when the federal government put caps on insurance and Medicare reimbursements for most hospital services, financial problems have escalated. The sooner patients can begin rehabilitation and be released, the more patients—and money—hospitals can take in. "Incubence for patients is the buzzword these days," says Oelschlager. "David translates that goal into a functional setting."

MARGOT MASTRONI with DAVID A. GUYNES in Phoenix and PATRICIA KILGUS in South Bend



City of Cambridge

A handwritten signature in black ink, appearing to be 'J. A.' or similar, written over the 'IN CITY COUNCIL' text.

IN CITY COUNCIL

March 11, 1993

COUNCILLOR WALSH

WHEREAS, The Youville Hospital and Rehabilitation Center has recently announced that it will be the first medical facility in Massachusetts to employ Easy Street Environments as an innovative rehabilitation environment where patients can experience and learn to deal with the physical and cognitive challenges of everyday life in a realistic, visually appealing setting; and

WHEREAS, to Citizens of Cambridge with disabilities or serious injuries this is a great opportunity to help them with the transition from therapy to real life settings and activities. This is a new concept in rehabilitation services being initiated exclusively at the Youville Hospital and Rehabilitation Center. A copy of the Newsweek article is attached; now therefore be it

ORDERED, That the City Council congratulate the Youville Hospital for commencing such an innovative program.

THE NEW THERAPY

Bly, Bradshaw and 'The Child Within'

Newsweek



Preparing physically and mentally to go shopping again: The market in Phoenix Memorial

Hard Work on Easy Street

Real-life rehab centers promise a faster recovery

Designer David Guynes's interiors are unquestionably commonplace. Surprisingly enough, that's just the way he wants them to be. Guynes designs Easy Street Environments, scaled-down replicas of Main Street, America, for use in hospital rehabilitation centers. A mini-restaurant, shops and banks, a parking space complete with a compact-size car—all give individuals recovering from strokes or injuries a chance to relearn everyday tasks in realistic surroundings. "Patients have less of a feeling of being stuck in a hospital with an Easy Street," says Jeff Stabenow, rehabilitation director at Seattle's Northwest Hospital. "It helps them see for themselves that they're working on returning to the world."

Guynes devised his first Easy Street for Phoenix Memorial Hospital in 1984. Rehabilitation therapists there had become bored with the traditional system of weights, pulleys and pegboards used to exercise and strengthen the muscles. They were tired of having to wait for good weather to take patients outdoors to evaluate their ability to get in and out of cars or maneuver high curbs and broken pavement. Their solution: a wide choice of real-life props to stimulate patients to work harder and perhaps even speed up the re-

covery process. When the hospital canvassed local designers for ideas on how to structure a center around such props, Guynes, 40, a furniture maker as well as an interior designer, suggested creating three-dimensional mock-ups of shops, self-service laundries and other commercial establishments—and lining them up on a small street. The street itself would have crosswalks, traffic signals and a bus stop.

Maneuvering cars and curbs: Gaylord Hospital



The Easy Street prototype won high praise from both the hospital staff and the members of the Phoenix community who attended its opening in 1985. "I kept hearing, 'This is marvelous! Why hasn't this been done before?'" says the hospital's president, Reginald M. Ballantyne III. Health-care managers from all over America and beyond heard or read about the facility, and soon Phoenix Memorial and Guynes were indeed on Easy Street. Their first customer was Gaylord Hospital in Wallingford, Conn., where the Central Park jogger did her rehab work. To date, 30 environments have been installed in rehab centers and hospitals—at a cost of \$150,000 to \$250,000 each—and 24 more are underway.

Fear barrier: An Easy Street can't take the hard work out of rehabilitation for patients or therapists, but it can transform a sterile exercise room into a vital area offering everything from gardening to golfing to grocery shopping. "Before, you would have patients lift a 10-pound weight 20 times," explains Mary Oelschlaeger, a therapist at the Presbyterian Hospital of Dallas. "Now they lift a 10-pound bag of groceries. It's the same skill physically, but now, psychologically, they know they can go out shopping again." Victoria Van Patten, 40, is recovering from a cerebral hemorrhage which caused her to lose control of the left side of her body. Recently she practiced getting in and out of a white Pinto station wagon for 45 minutes at St. Joseph's Medical Center in South Bend, Ind. "It broke that fear barrier of how to get into a car," she says. "It was a big boon to my confidence."

Recent federal legislation mandating access for the disabled has helped ease the way for the infirm or handicapped, but the actual path can still prove to be an obstacle course. To help prepare patients, therapists have asked Guynes for "killer" sliding doors, paving that's uneven, chairs with spring-loaded seats and buses with high entrance steps. When octogenarian Helen

Rutherford, in her wheelchair, tried navigating the sloping floor of the mock movie theater at St. Peter's Hospital in Hamilton, Ont., she found "it was quite a shock." And Guynes is even incorporating audio into some rehab centers. Tapes of impatient mutterings will be put to use at the mini-bank-teller windows and grocery-store checkout counters to prepare patients for what they're likely to hear when their slowness holds up a line. "We'll help them know what to say to calm a tense situation down," says Patty Nixon, who manages the rehabilitation center at St. Peter's. "It's assertiveness training."



A designer who listens to clients: Guynes

Guynes learned early on that patients respond to surroundings that reflect their own towns, so each Easy Street is custom designed. He often uses huge photomurals of local vistas and solicits stores and banks to donate lumber, flooring, even mini-replicas of themselves. One wall at Methodist Hospital in Memphis features a mural of the gates to Graceland while at Bivens Rehabilitation Center in Amarillo, injured ranch hands practice roping and lifting bales of hay in a simulated barnyard. But with the malling of America, finding local color can be a challenge. In that case, a dramatic climate can help—the Baptist Hospital in Miami boasts a tiny beach with real sand—or even a popular sports motif. St. Joseph's in basketball-crazy South Bend, for example, contains a small court and bleachers.

Many therapists report that patients seem to improve at a faster pace by using Guynes's environments. "The length of stay is likely to be shorter with an Easy Street," says Joseph Bonanti of Southside Health Institute in Bay Shore, N.Y. Last May the University of Illinois in Chicago began an 18-month study which they believe will produce firm statistics on Easy Street's clinical benefits. If the average length of stay can be shortened significantly, more and more health-care facilities are certain to sign on. Since the mid-'80s, when the federal government put caps on insurance and Medicare reimbursements for most hospital services, financial problems have escalated. The sooner patients can begin rehabilitation and be released, the more patients—and money—hospitals can take in. "Independence for patients is the buzzword these days," says Oelschlaeger. "David translates that goal into a functional setting."

MAGGIE MALONE with JEANNE GORDON in Phoenix and PATRICIA KING in South Bend



City of Cambridge

24.

IN CITY COUNCIL

March 15, 1993

COUNCILLOR WALSH

WHEREAS: The Youville Hospital and Rehabilitation Center has recently announced that it will be the first medical facility in Massachusetts to employ Easy Street Environments as an innovative rehabilitation environment where patients can experience and learn to deal with the physical and cognitive challenges of every day life in a realistic, visually appealing setting; and

WHEREAS: To citizens of Cambridge with disabilities or serious injuries this is a great opportunity to help them with the transition from therapy to real life settings and activities. This is a new concept in rehabilitation services being initiated exclusively at the Youville Hospital and Rehabilitation Center. A copy of the Newsweek article is attached; now therefore be it

ORDERED: That the City Council congratulate the Youville Hospital for commencing such an innovative program.

6

CONSENT ORDER #24

5-117

Councillor Walsh resolutions on congratulating Youville Hospital commencing an innovative rehabilitation environment program.

In City Council,

March 15, 1993

Order Adopted