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A Color Guild Member Exclusive Presentation

Color in Healthcare

Preview: August 30, 2023 Webinar HSW CEU 10:00 am PT / 1:00 pm ET

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Course Description:

Color is omnipresent in our world, offering a diverse range of signals, narratives, and emotions. In healthcare, hospitals, and clinical settings, **purposeful and functional color choices** and application have been shown to **assist patient and family members** by reducing stress, providing calm and accelerate healing. Color will also **enhance clarity and wellbeing for healthcare professionals and support staff**.

This presentation delves into the evolving trends in healthcare and **addresses Trauma-Informed Designed** and **how color can be utilized** to meet the **unique needs of the many cohorts** and patients within health care environments, **across different age groups**, from pediatrics to geriatrics, in **various clinical and hospital settings**. Furthermore, we explore the **development of an appropriate color palette** and the **application** of color in healthcare environments, empowering thoughtful, **empathetic design decisions and cues**, to **foster well-being for each individual** in the healthcare setting.

Learning Objectives: Participants will

- Explore the science-backed and evidence-based methods for selecting and effectively employing colors to guide behavior and promote healing within a range of healthcare settings, including hospitals, clinics, and medical spas.
- Discover the optimal color choices to effectively meet the needs of various age and gender groups, and gain insights on utilizing color to create an environment that promotes empathy and supports trauma-informed care.
- Know how to design for enhanced patient healing, family support, medical staff clarity and wellbeing as well as support staff effectiveness and health.
- Explore fundamental guidelines to craft a unified color palette that draws inspiration from the soothing and rejuvenating hues found in nature, enhancing the healing atmosphere for diverse cohorts within a shared healthcare setting.