



# Therapy In Art

A healing experience

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# The Problem:

43.8 Million Americans experience mental illness in a given year.

56% do not receive treatment.

# Statistics

43.8 million or 1 in 5 adults in the US experience mental illness in a given year

56.5% received no treatment

19% of US citizens remain uninsured

8.47% struggle with alcohol addiction

9.4 million or 3.94 % are suicidal



# Mental illness does not discriminate

- Hispanic:16.3%, White:19.3%, Black:18.6%, Asian:13.9%, Indian/Alaskan Native:28.3%
- African American and Hispanics use mental health services  $\frac{1}{2}$  the rate of whites
- Asian Americans at  $\frac{1}{3}$  the rate of whites
- Uninsured individuals: Mostly those in poverty or right at the threshold
- Make too much to qualify for free care
- Do not make enough to buy health insurance



# SURVEY RESULTS

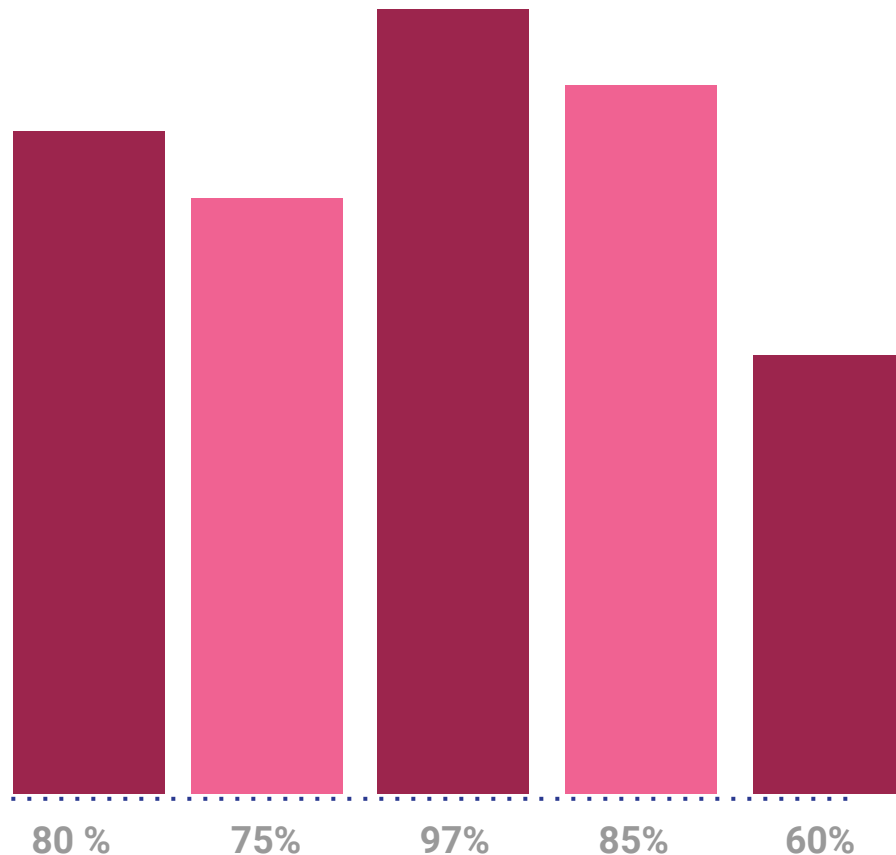
Would you attend art therapy if it was affordable, or covered by insurance? **80% voted yes**

On a scale from 1 (low) to 5 (high), Please rate how often you would attend art therapy instead of traditional therapy. **75% voted 3 or higher**

Would you donate the artwork created in therapy to help other clients pay for sessions? **97% voted yes**

Do you think you could better express your thoughts and emotions through art therapy? **85% voted yes**

Would you want an art instructor helping you in sessions, or a lesson plan instead? **60% voted to have an artist present.**





- Currently only one therapist in Lowell specializes in art therapy
- Mainly caters to children and adolescents
- Available nights and weekends
- Only accepts paid insurance: Blue Cross Blue Shield, Tufts, and Cigna



# The solution

- Utilize expertise in psychology and artistic knowledge
  - Provide better access for mental health treatment to those in poverty
  - More affordable
  - Wider range of insurance plans
  - Let our clients express themselves through art
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# Business Model

- Professional artists and therapists on staff.
- Catered lesson plans for each client
- Exhibitions
- Subsidies through sales of artwork for low income clients





# Timeline to success

*With a 10,000 investment we can make Therapy In Art a reality*





Thank You

# Citations

Nami.Org

<https://www.nami.org/Learn-More/Mental-Health-By-the-Numbers>

Art Therapy Credentials Board

<http://www.atcb.org/>

Art Therapy Blog

<http://www.arttherapyblog.com/>

