

Music for Healing and Transition Program (MHTP)™ Employment Survey Report: August 2016

Introduction and Method:

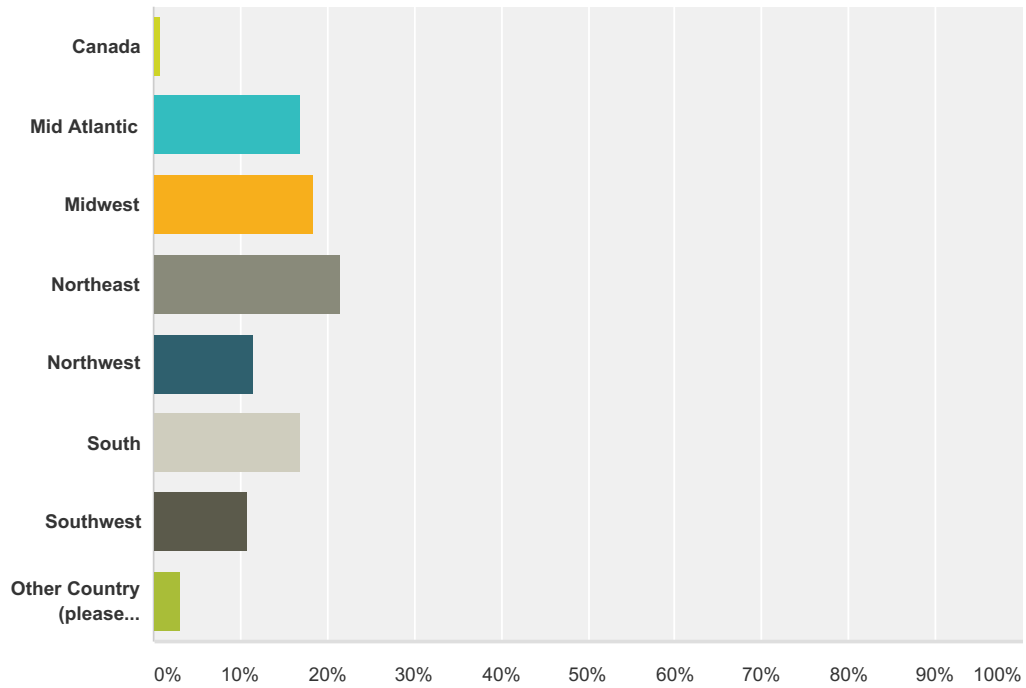
During the March 2016 MHTP Board of Directors' meeting, it was agreed by consensus that it would be desirable to obtain a profile of Certified Music Practitioners (CMP) © and the current state of employment opportunities within our community.

The survey would describe various characteristics such as: demographics, hourly rates, types of practice, sources of funding, etc. The survey was developed by Cheryl Zabel, CMP drawing on the resource of the 2012 NSTBM survey questions and editing assistance was provided by MHTP Board members Debbie Hix and Carol Spears. SurveyMonkey was utilized as the survey method over the course of July 2016 and sent out with reply requests to over 650 CMPs.

RESULTS: A total of 132 replies were received out of 660 valid emails sent to CMPs, 20% response rate. Not all respondents replied to each question. Most questions had at least 110 -115 responses (i.e. at least 17% of the prospective emails sent out). Those questions requesting individual replies about exceptions received the fewest responses (e.g. Q29).

Q1 In what region do you primarily work?

Answered: 130 Skipped: 2

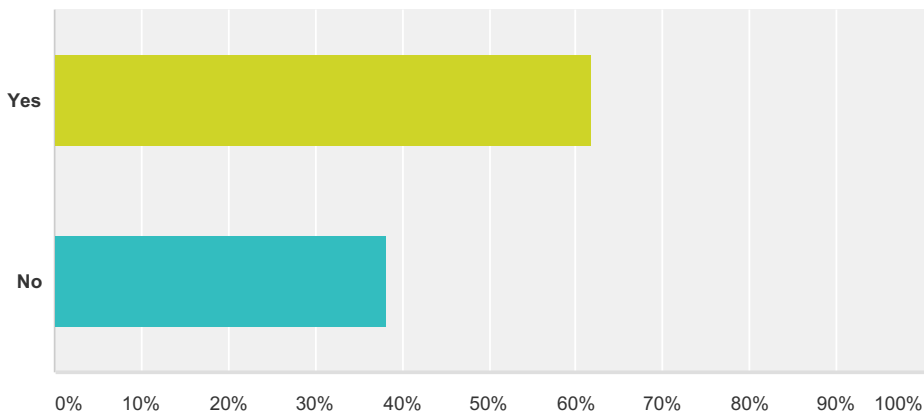


Answer Choices	Responses
Canada	0.77% 1
Mid Atlantic	16.92% 22
Midwest	18.46% 24
Northeast	21.54% 28
Northwest	11.54% 15
South	16.92% 22
Southwest	10.77% 14
Other Country (please specify)	3.08% 4
Total	130

Of the 132 respondents, 103 (78%) were from the Midwest to the Eastern Seaboard.

Q2 Are you currently employed as a therapeutic musician (either as an employee OR as an independent contractor)?

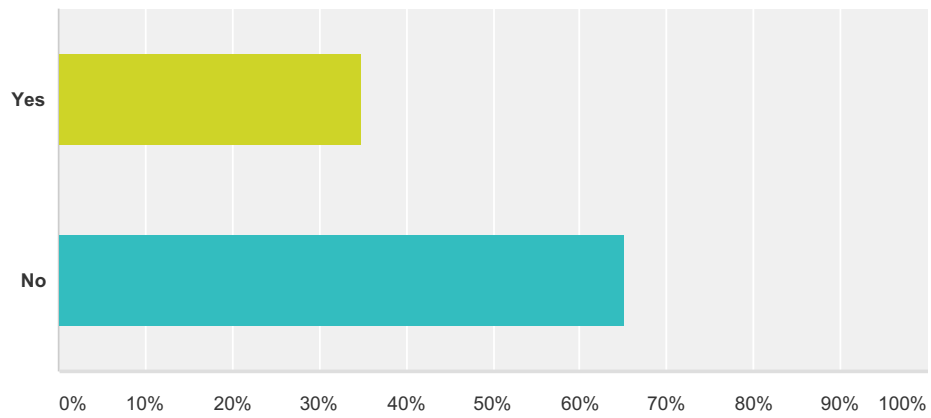
Answered: 131 Skipped: 1



Answer Choices	Responses
Yes	61.83% 81
No	38.17% 50
Total	131

Q3 Do you volunteer currently as a therapeutic musician?

Answered: 129 Skipped: 3

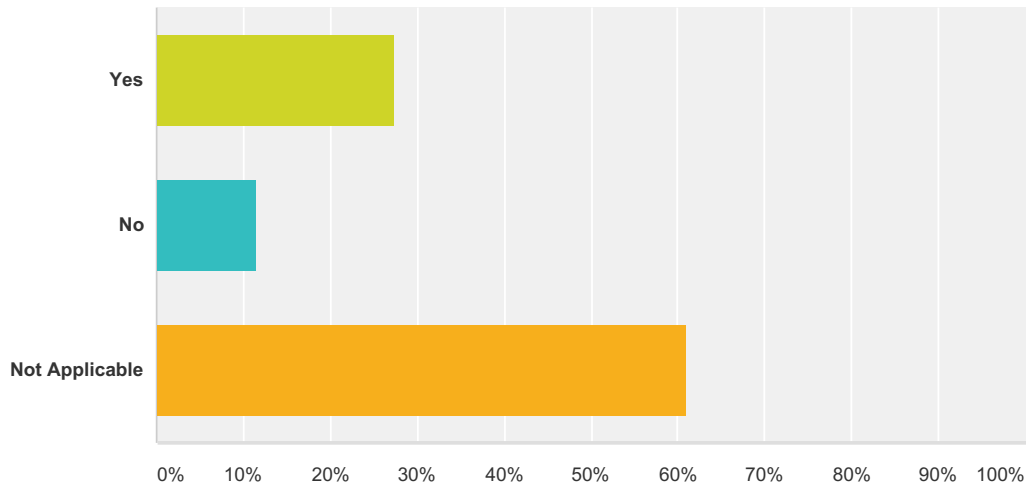


Answer Choices	Responses
Yes	34.88% 45
No	65.12% 84
Total	129

35% of the respondents are volunteering their time. Based on later responses, many are volunteering primarily because of inability to make progress to find paid work.

Q4 If you currently volunteer, do you WANT to be working as a paid therapeutic musician?

Answered: 113 Skipped: 19

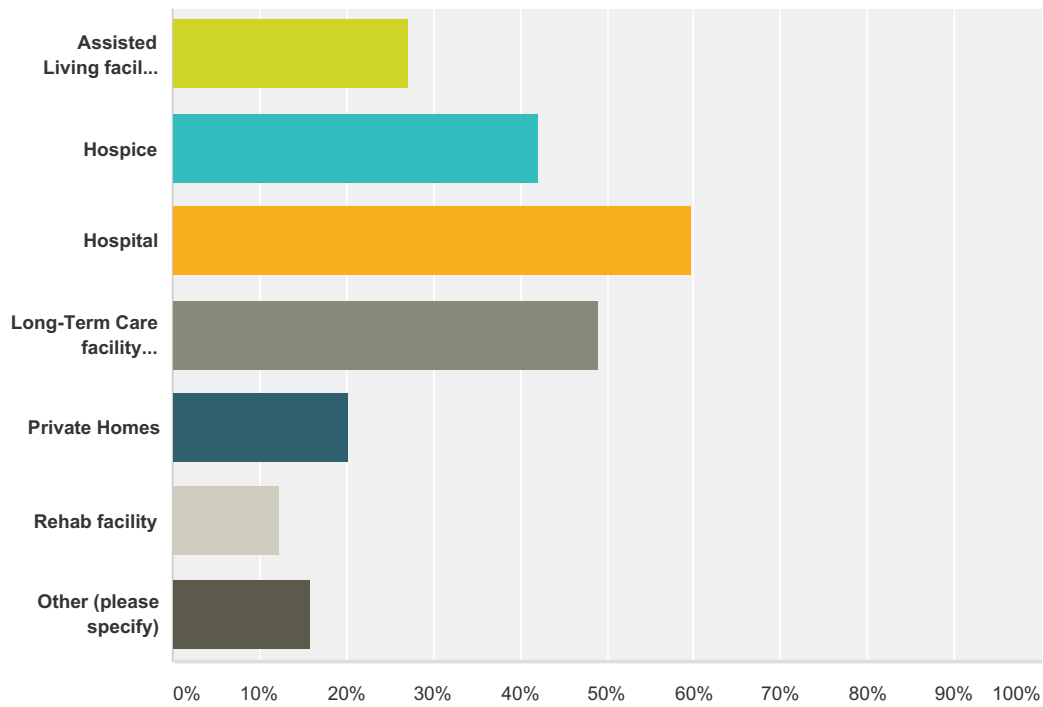


Answer Choices	Responses
Yes	27.43% 31
No	11.50% 13
Not Applicable	61.06% 69
Total	113

Of 44 who responded that they currently volunteer as CMPs, 70% WANT to be working as paid Therapeutic Musicians.

Q5 In what type of facility do you currently work? (multiple answers accepted)

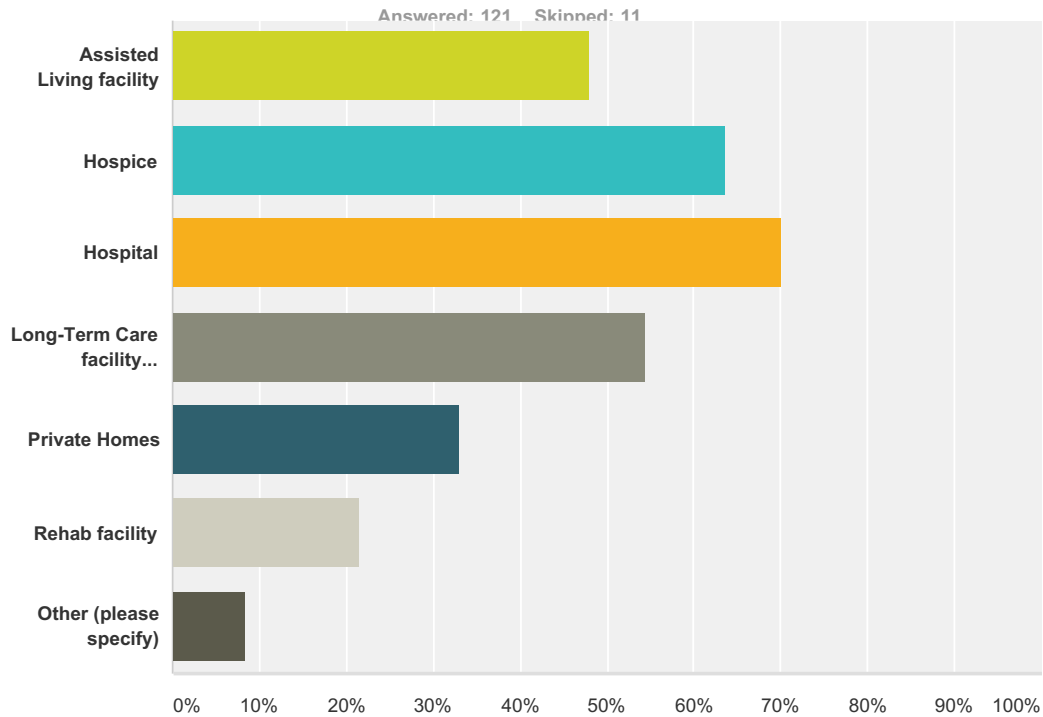
Answered: 114 Skipped: 18



Answer Choices	Responses
Assisted Living facility	27.19% 31
Hospice	42.11% 48
Hospital	59.65% 68
Long-Term Care facility (includes Skilled Nursing and Memory Care)	49.12% 56
Private Homes	20.18% 23
Rehab facility	12.28% 14
Other (please specify)	15.79% 18
Total Respondents: 114	

Most CMPs work in healthcare, either in healthcare facilities, long term or rehab, or with hospice patients. "Other" responses included: Church, dialysis & funeral homes

Q6 In what type of facility have you worked in the past? (multiple answers accepted)

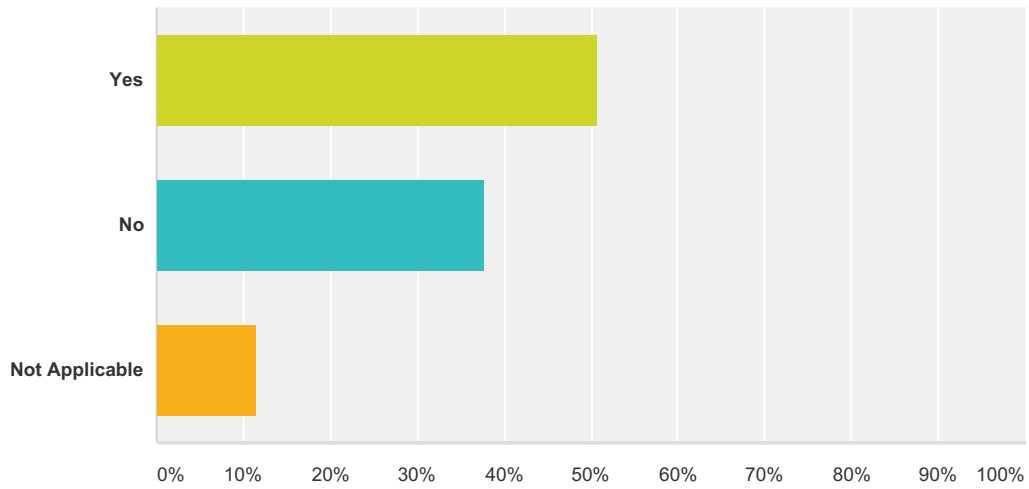


Answer Choices	Responses
Assisted Living facility	47.93% 58
Hospice	63.64% 77
Hospital	70.25% 85
Long-Term Care facility (includes Skilled Nursing and Memory Care)	54.55% 66
Private Homes	33.06% 40
Rehab facility	21.49% 26
Other (please specify)	8.26% 10
Total Respondents: 121	

Most CMPs work in healthcare, either in healthcare facilities, long term or rehab, or with hospice patients. “Other” responses included: Church, dialysis & funeral homes

Q7 Prior to employment, did you volunteer as a therapeutic musician in any of the locations listed in Question #6?

Answered: 130 Skipped: 2

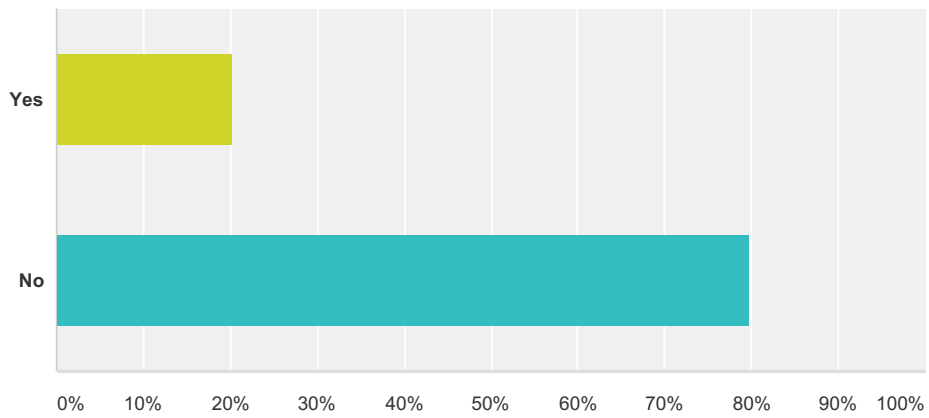


Answer Choices	Responses
Yes	50.77% 66
No	37.69% 49
Not Applicable	11.54% 15
Total	130

51% of those who are now paid worked as a volunteer with these organizations in the past. Not clear whether the volunteer work was interpreted to include student clinical practicums. A clarifying question would be in order. Certainly volunteer exposure got these CMPs a foot in the door to their respective facilities.

Q8 Are you reimbursed for some or all of your expenses?

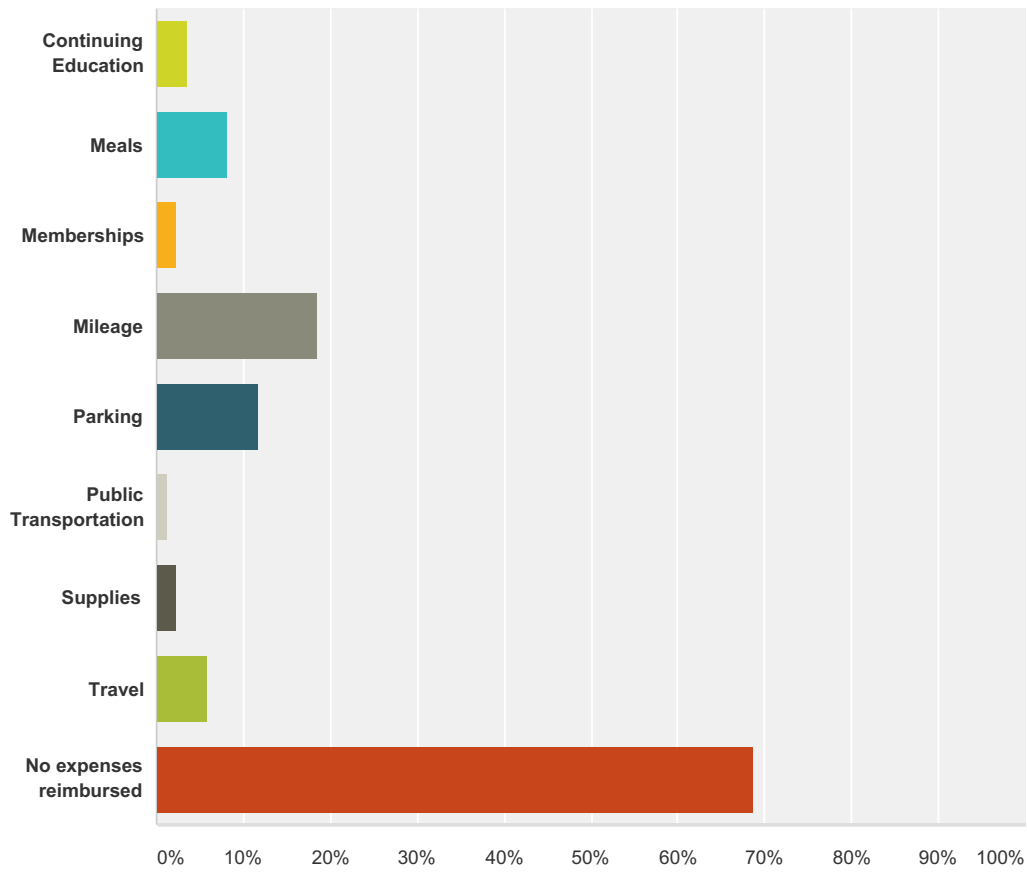
Answered: 123 Skipped: 9



Answer Choices	Responses	
Yes	20.33%	25
No	79.67%	98
Total		123

Q9 What type of expenses are reimbursed? (multiple answers accepted)

Answered: 86 Skipped: 46

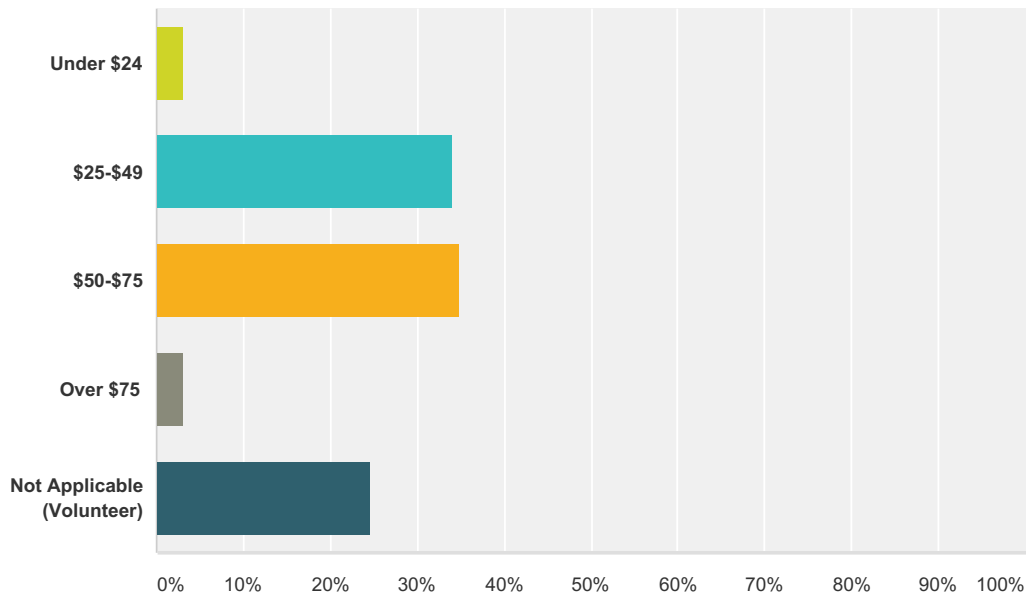


Answer Choices	Responses
Continuing Education	3.49% 3
Meals	8.14% 7
Memberships	2.33% 2
Mileage	18.60% 16
Parking	11.63% 10
Public Transportation	1.16% 1
Supplies	2.33% 2
Travel	5.81% 5
No expenses reimbursed	68.60% 59
Total Respondents: 86	

Of the 20% who are reimbursed for their expenses, most are reimbursed for travel-related expenses (parking, milage, etc)

Q10 How much per hour do you typically get paid as a Therapeutic Musician?

Answered: 126 Skipped: 6

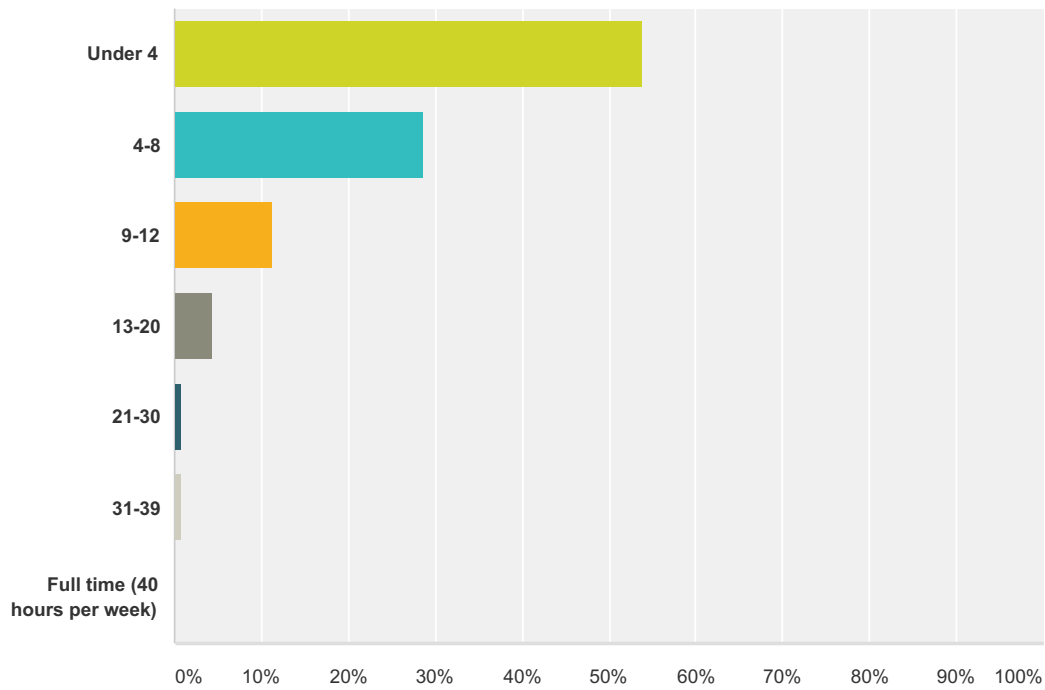


Answer Choices	Responses	Count
Under \$24	3.17%	4
\$25-\$49	34.13%	43
\$50-\$75	34.92%	44
Over \$75	3.17%	4
Not Applicable (Volunteer)	24.60%	31
Total		126

Reimbursement rates are creeping up. 87% are reimbursed between \$25 - 75 per hour. Regional and urban/suburban locations have an effect on these rates. See Q19 though: CMPs need to realize that their hourly fees need to build in cushion to cover these employee benefits.

Q11 On average, how many hours do you work per week as a therapeutic musician?

Answered: 115 Skipped: 17

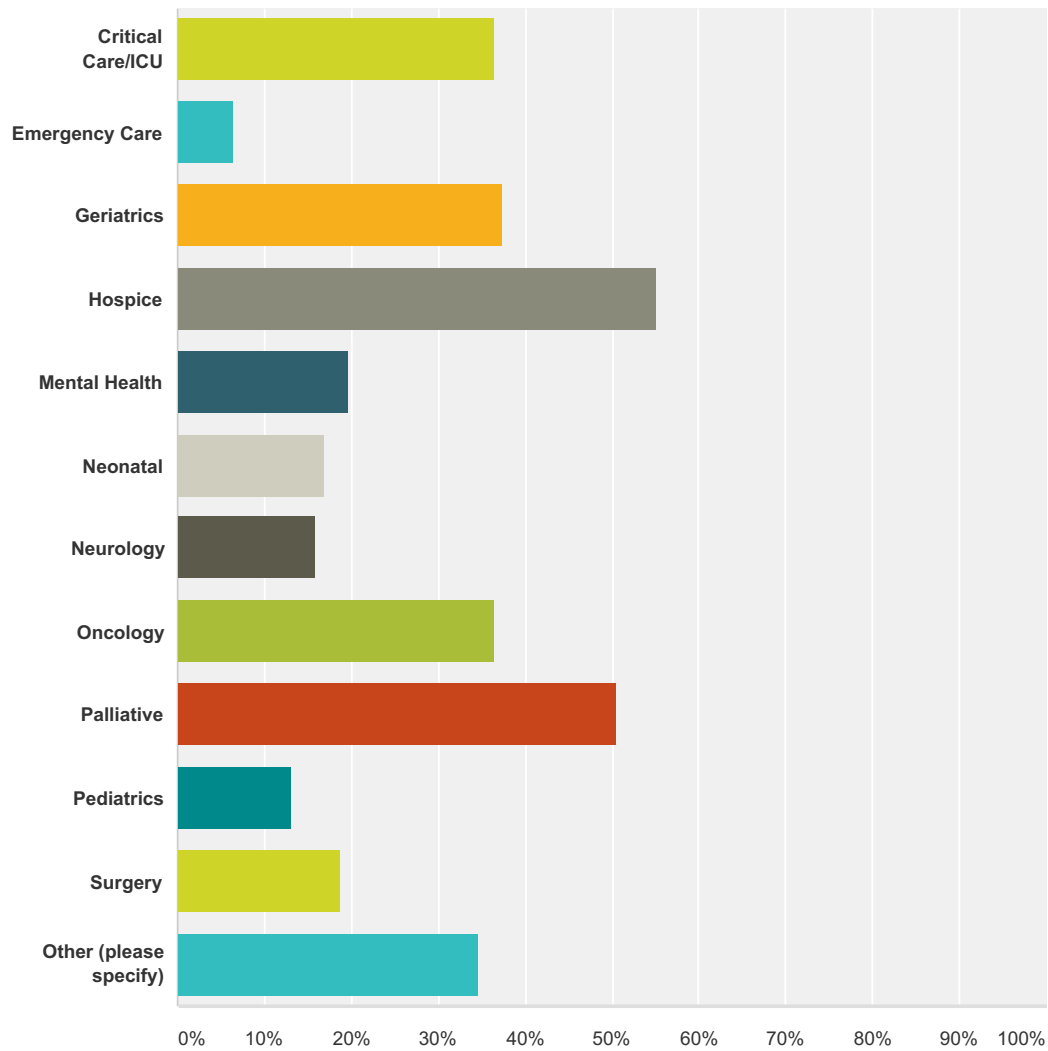


Answer Choices	Responses	Count
Under 4	53.91%	62
4-8	28.70%	33
9-12	11.30%	13
13-20	4.35%	5
21-30	0.87%	1
31-39	0.87%	1
Full time (40 hours per week)	0.00%	0
Total		115

These results were the most surprising. Out of 115 replies to this question, 83% work under 8 hours per week and 54% work under 4 hours per week! While the reasons for working any number of hours is varied, from being semi-retired to part-time work to supplementing other types of endeavors, certainly therapeutic music can hardly be classified as full-time work for most individuals at this time.

Q12 In what department(s) do you currently work? (multiple answers accepted)

Answered: 107 Skipped: 25



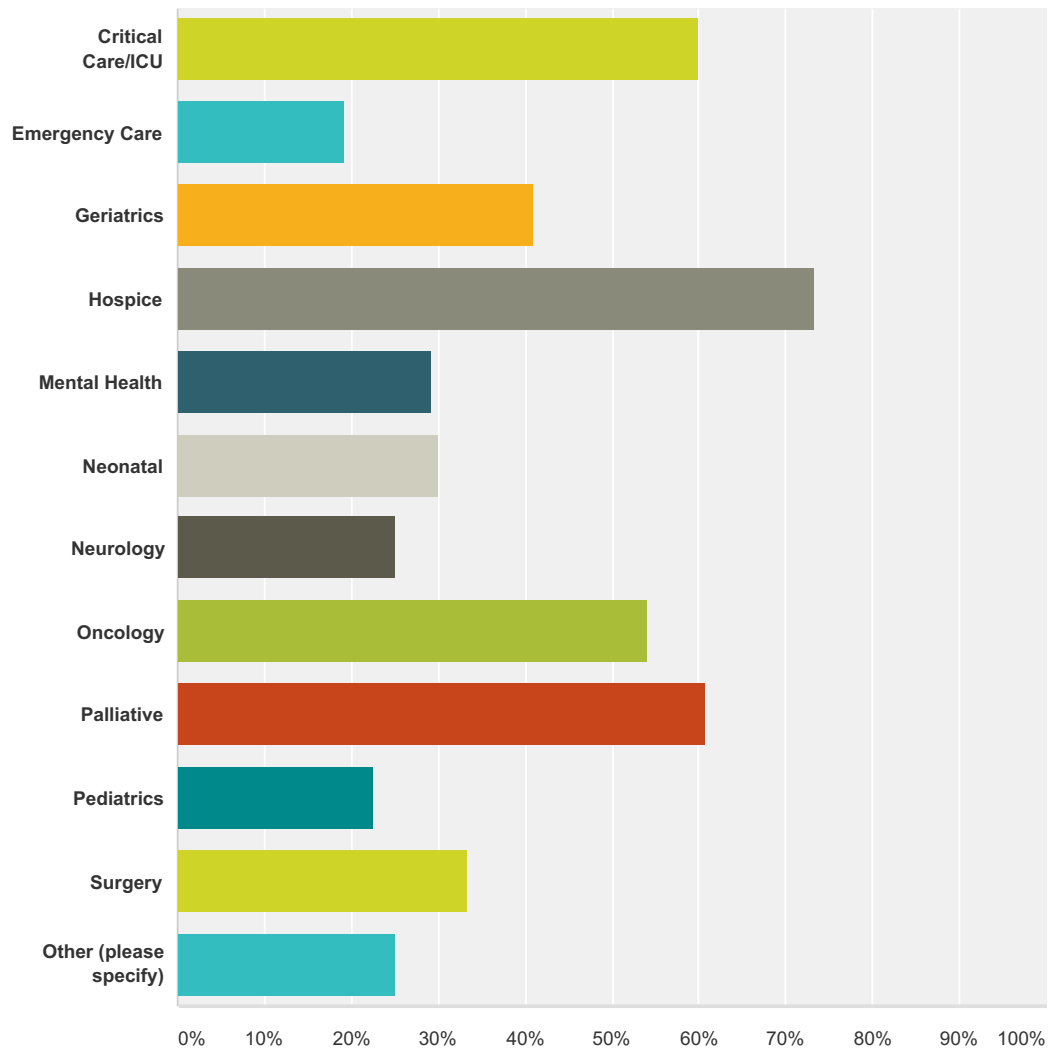
Answer Choices	Responses	Count
Critical Care/ICU	36.45%	39
Emergency Care	6.54%	7
Geriatrics	37.38%	40
Hospice	55.14%	59
Mental Health	19.63%	21
Neonatal	16.82%	18
Neurology	15.89%	17
Oncology	36.45%	39
Palliative	50.47%	54

Pediatrics	13.08%	14
Surgery	18.69%	20
Other (please specify)	34.58%	37
Total Respondents: 107		

Most individuals work in several areas in healthcare, from palliative/hospice to healthcare/hospital to geriatrics to oncology. More growth can be pursued in surgery/emergency and neonatal/pediatrics, and mental health/neurology. Other replies included Labor & Delivery, Out-patient, rehab (including post-surgical), burn units, hospital restaurants, general hospital area, organ transplant, orthopedic, memorials & patient/family waiting areas.

Q13 In what department(s) have you worked in the past? (multiple answers accepted)

Answered: 120 Skipped: 12



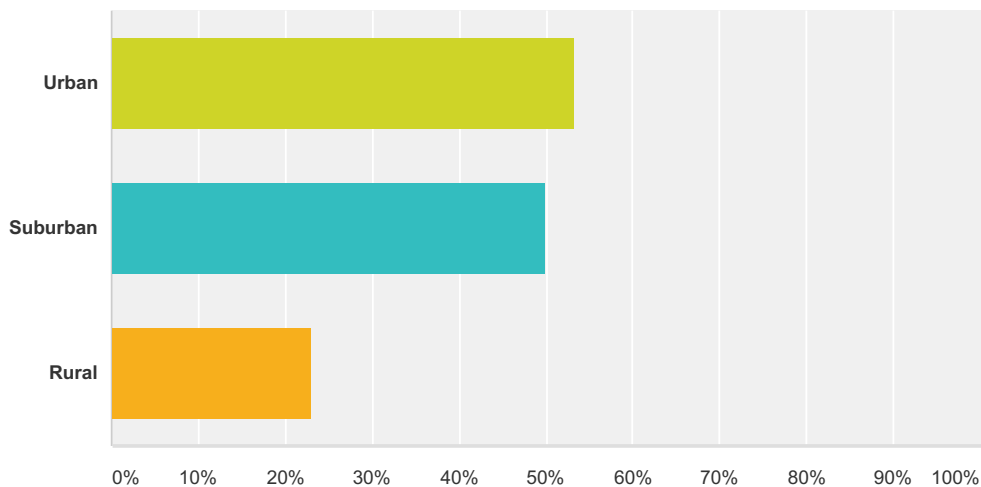
Answer Choices	Responses	Count
Critical Care/ICU	60.00%	72
Emergency Care	19.17%	23
Geriatrics	40.83%	49
Hospice	73.33%	88
Mental Health	29.17%	35
Neonatal	30.00%	36
Neurology	25.00%	30
Oncology	54.17%	65
Palliative	60.83%	73

Pediatrics	22.50%	27
Surgery	33.33%	40
Other (please specify)	25.00%	30
Total Respondents: 120		

Most individuals work in several areas in healthcare, from palliative/hospice to healthcare/hospital to geriatrics to oncology. More growth can be pursued in surgery/emergency and neonatal/pediatrics, and mental health/neurology. Other replies included Labor & Delivery, Out-patient, rehab (including post-surgical), burn units, hospital restaurants, general hospital area, organ transplant, orthopedic, memorials & patient/family waiting areas.

Q14 Do you work in urban, suburban and/or rural area(s)?

Answered: 122 Skipped: 10

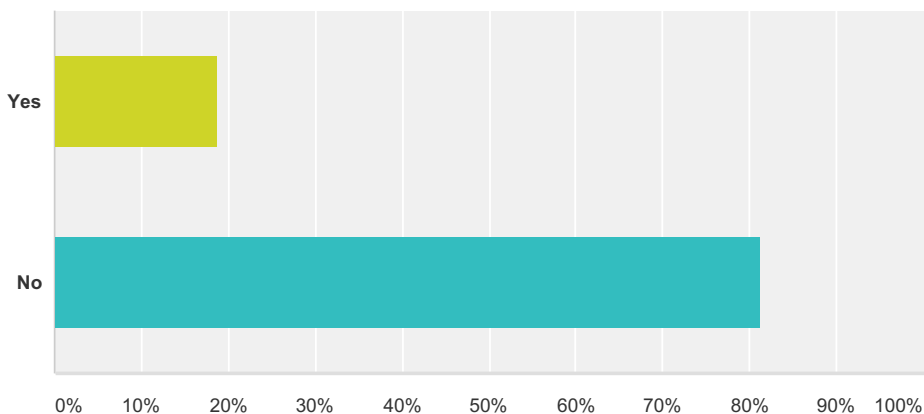


Answer Choices	Responses
Urban	53.28% 65
Suburban	50.00% 61
Rural	22.95% 28
Total Respondents: 122	

Some overlap in responses as individuals will work in several areas. Mostly urban and suburban areas are served (which would coincide with the locations of most facilities).

Q15 Are you on staff at any of the facilities where you work?

Answered: 122 Skipped: 10

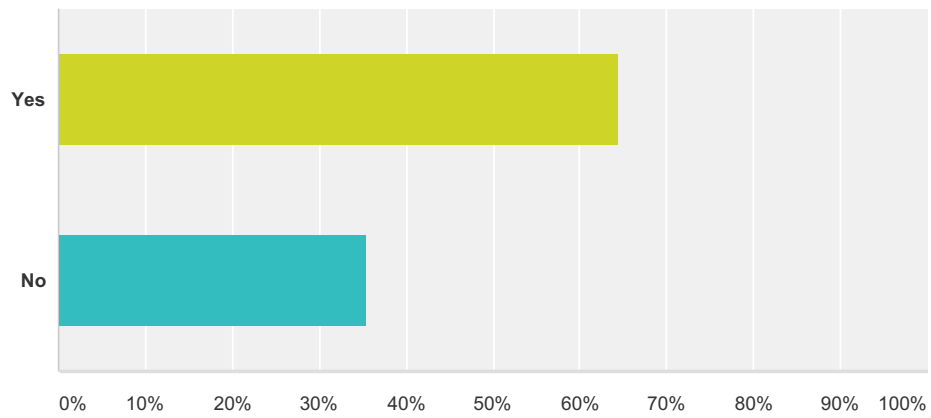


Answer Choices	Responses
Yes	18.85% 23
No	81.15% 99
Total	122

Less than 20% who replied to this question are on the staff of their facilities. i.e. most CMPs work as independent contractors (or volunteer)

Q16 Are you an independent contractor at any of the facilities where you work?

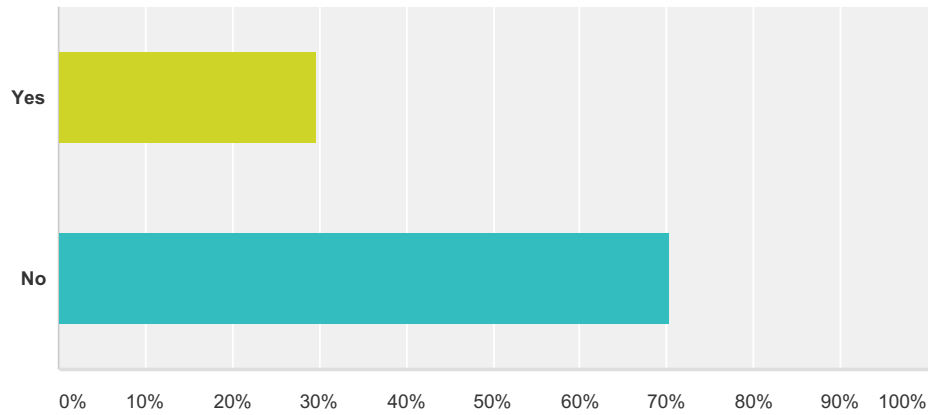
Answered: 118 Skipped: 14



Answer Choices	Responses
Yes	64.41% 76
No	35.59% 42
Total	118

Q17 Do you have a specialty?

Answered: 118 Skipped: 14



Answer Choices	Responses	Count
Yes	29.66%	35
No	70.34%	83
Total		118

30% had a specialty. The rest served a variety of patients.

Q18 In what areas do you specialize?

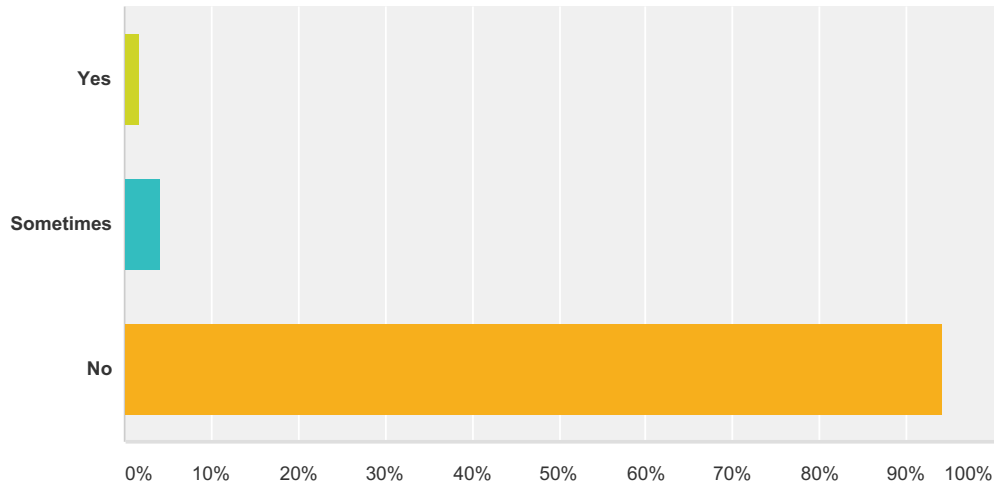
Answered: 39 Skipped: 93

Out of 39 replies, the following specialties were recorded:

- 1) some with the type of patients served: "anxiety & pain", hospice/palliative, end of life care, seniors/geriatric/dementia, infusion, oncology, post op, ICU;
- 2) some with type of music offered: NA flute, worship music, crystal bowls, vocal music

Q19 Do you receive employee benefits as a therapeutic musician? (including healthcare, vacation, sick days, retirement plan)

Answered: 119 Skipped: 13

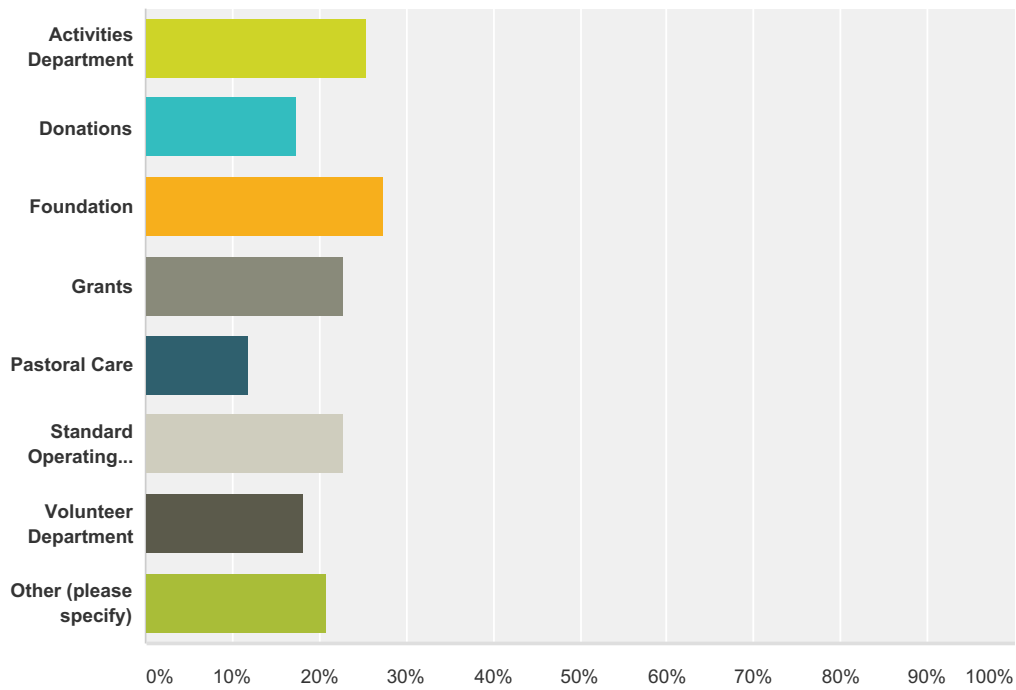


Answer Choices	Responses	Count
Yes	1.68%	2
Sometimes	4.20%	5
No	94.12%	112
Total		119

Less than 6% of CMPs receive any employee benefits as therapeutic musicians. Part of the risk of working as a non-employee/independent contractor. Pay to cover sick days, vacation, healthcare, retirement needs be built into the hourly rate charged.

Q20 How is your therapeutic music funded? (multiple answers accepted)

Answered: 110 Skipped: 22

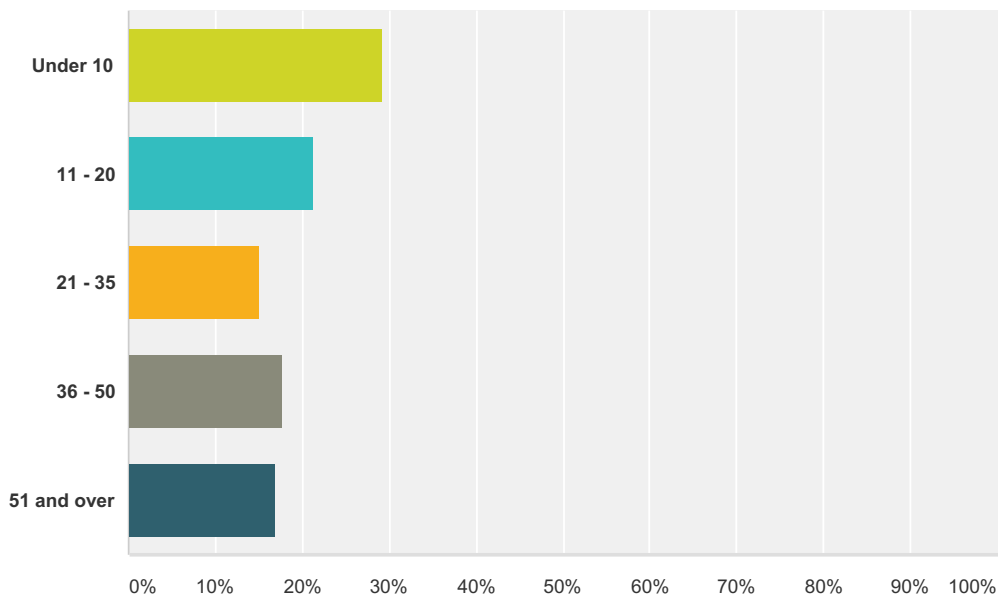


Answer Choices	Responses
Activities Department	25.45% 28
Donations	17.27% 19
Foundation	27.27% 30
Grants	22.73% 25
Pastoral Care	11.82% 13
Standard Operating Budget	22.73% 25
Volunteer Department	18.18% 20
Other (please specify)	20.91% 23
Total Respondents: 110	

67% of therapeutic music is funded via grants, foundation/auxillary support and donations. We still have long way to go to secure stable funding for our work. "Other" replies included: hospital's therapeutic arts program, private pay/family paid.

Q21 On average, how many miles do you typically travel for your work per week?

Answered: 113 Skipped: 19

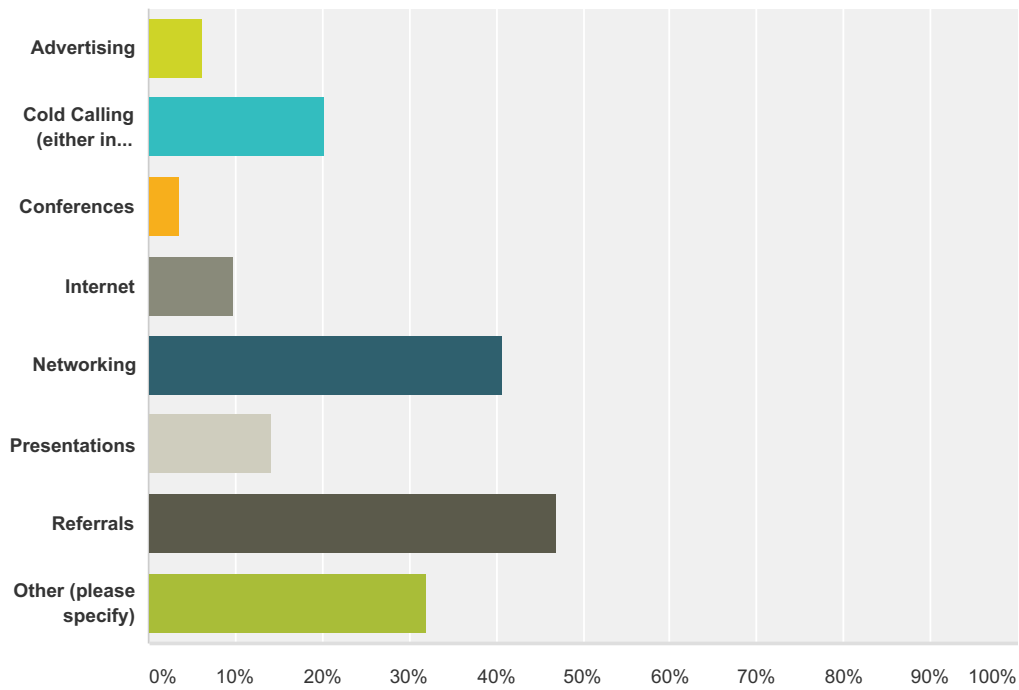


Answer Choices	Responses
Under 10	29.20% 33
11 - 20	21.24% 24
21 - 35	15.04% 17
36 - 50	17.70% 20
51 and over	16.81% 19
Total	113

83% of CMPs drive less than 50 miles per week. Note though the low ratio of hours worked per week in Q11.

Q22 How do you find your work? (multiple answers accepted)

Answered: 113 Skipped: 19

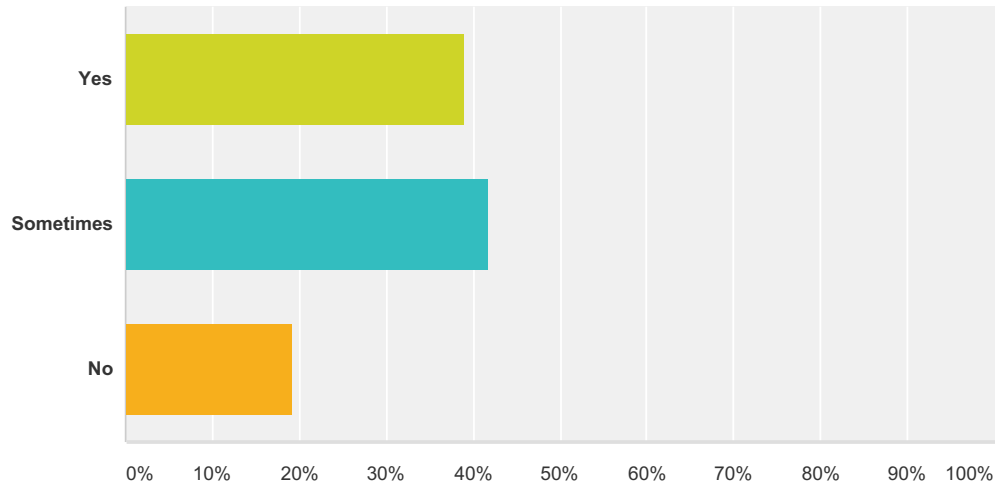


Answer Choices	Responses
Advertising	6.19% 7
Cold Calling (either in person or via phone)	20.35% 23
Conferences	3.54% 4
Internet	9.73% 11
Networking	40.71% 46
Presentations	14.16% 16
Referrals	46.90% 53
Other (please specify)	31.86% 36
Total Respondents: 113	

Out of 113 respondents, 138 replies utilized cold calling, networking, presentations and referrals. Other replies included: as a result of student clinical practicum, funerals & weddings, volunteer experience, MHTP list serve, flyers in boxes of CEO and Activities contacts, MPIH (Aileen Kelley's organization in Sacramento)

Q23 Do you receive referrals?

Answered: 115 Skipped: 17

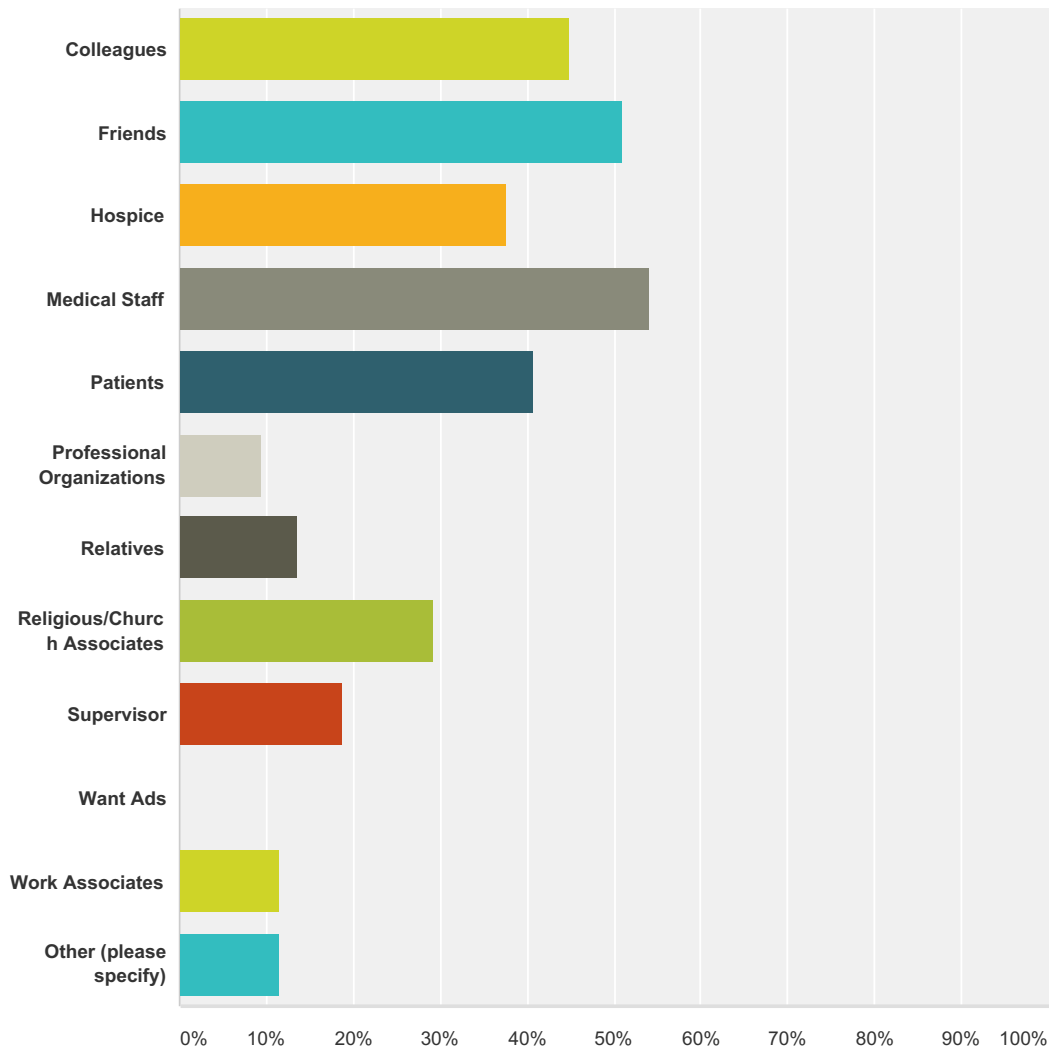


Answer Choices	Responses	
Yes	39.13%	45
Sometimes	41.74%	48
No	19.13%	22
Total		115

81% receive referrals

Q24 From where do you receive referrals?(multiple answers accepted)

Answered: 96 Skipped: 36



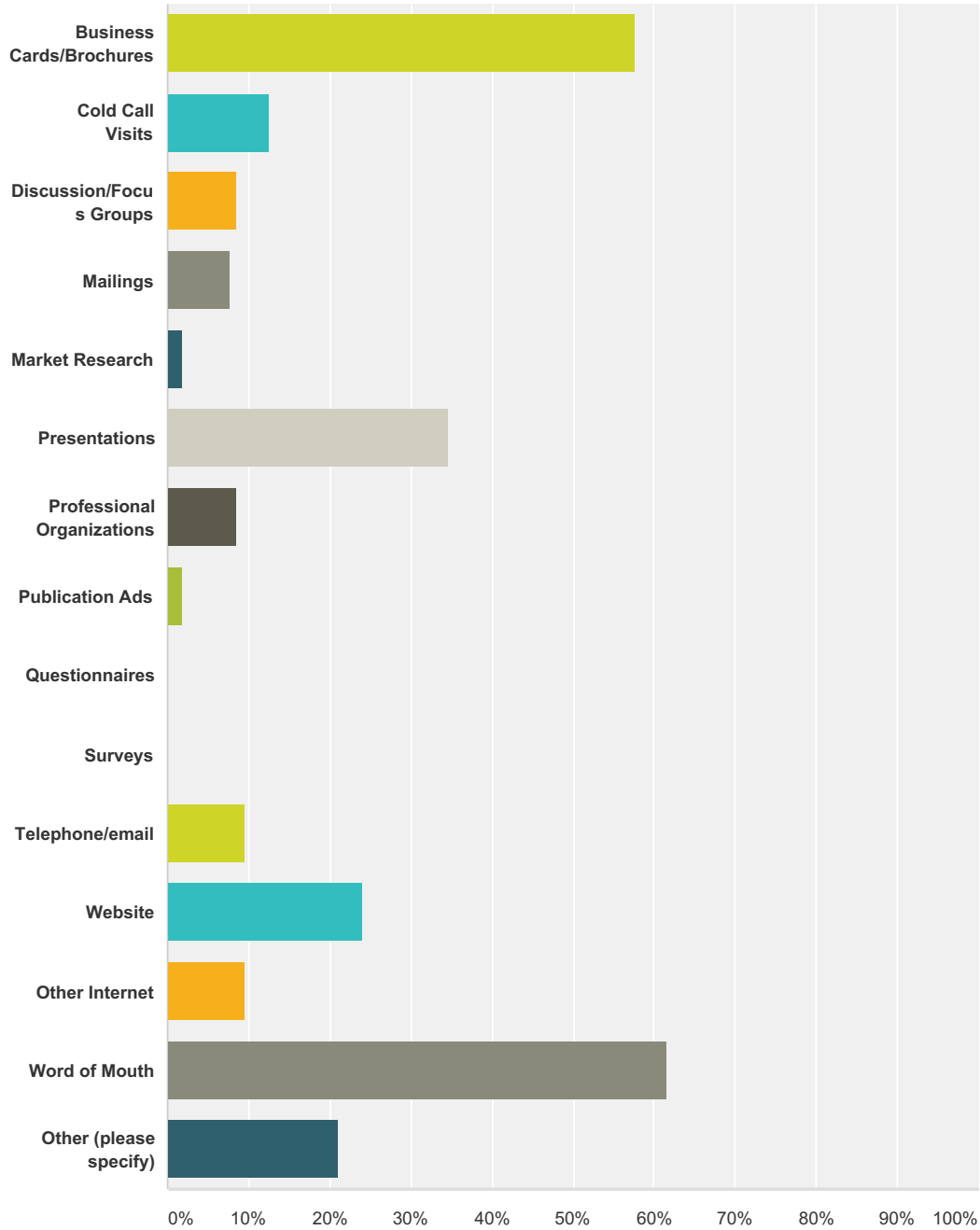
Answer Choices	Responses
Colleagues	44.79% 43
Friends	51.04% 49
Hospice	37.50% 36
Medical Staff	54.17% 52
Patients	40.63% 39
Professional Organizations	9.38% 9
Relatives	13.54% 13
Religious/Church Associates	29.17% 28
Supervisor	18.75% 18

Want Ads	0.00%	0
Work Associates	11.46%	11
Other (please specify)	11.46%	11
Total Respondents: 96		

Referrals come from a variety of sources, most notably from Colleagues, Friends, Hospice, Medical Staff, Patients & Religious/Church Associates. Note 0% come from Want Ads. Other referral resources included memorial services & elder audiences website.

Q25 What is your method of marketing or promoting your work? (multiple answers accepted)

Answered: 104 Skipped: 28



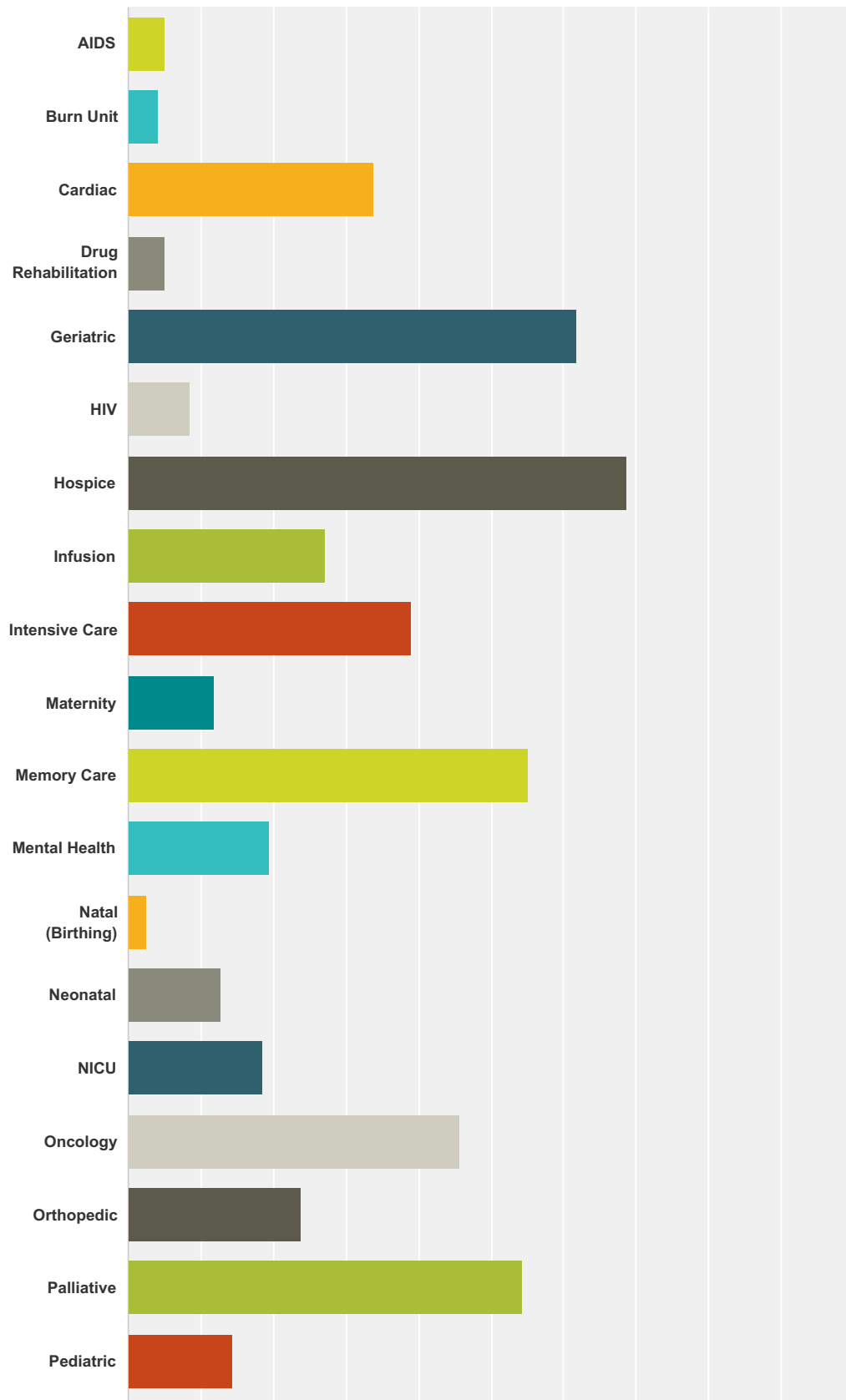
Answer Choices	Responses
Business Cards/Brochures	57.69% 60
Cold Call Visits	12.50% 13
Discussion/Focus Groups	8.65% 9

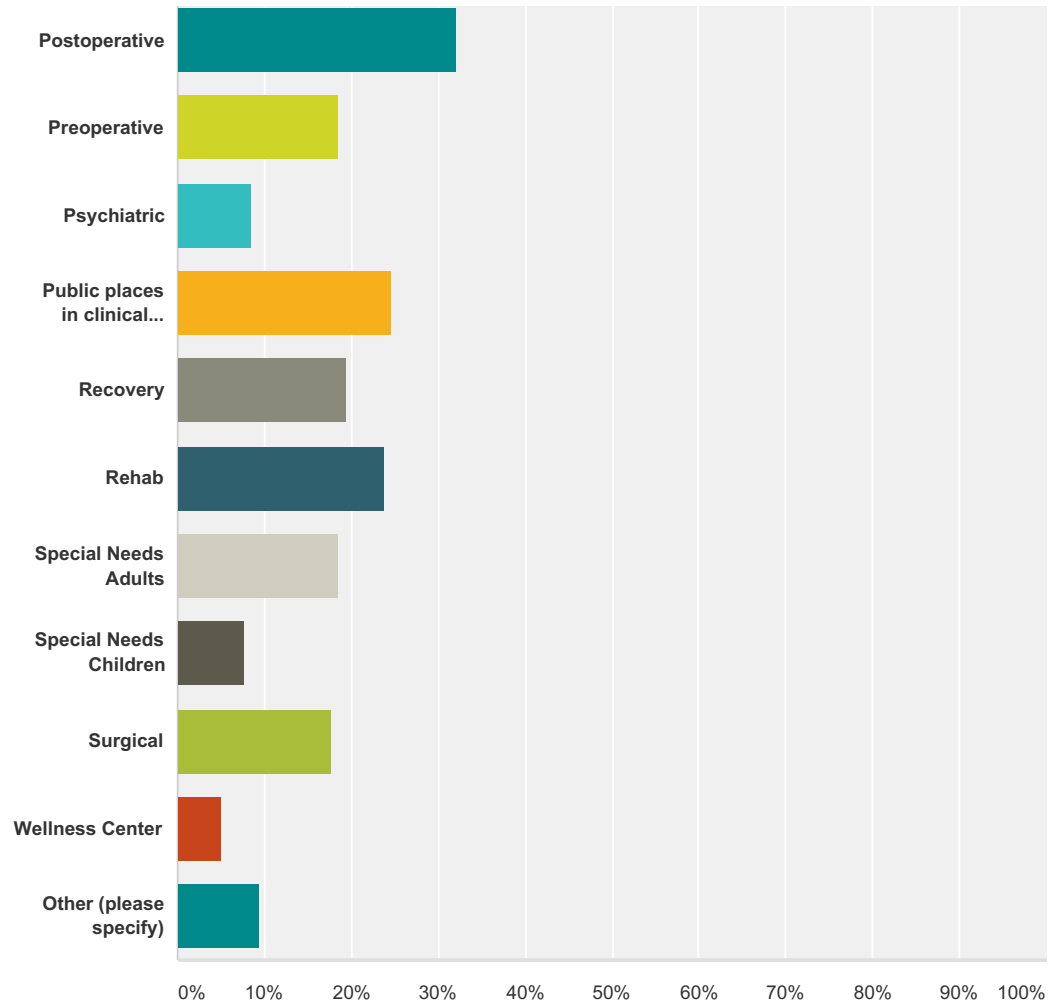
Mailings	7.69%	8
Market Research	1.92%	2
Presentations	34.62%	36
Professional Organizations	8.65%	9
Publication Ads	1.92%	2
Questionnaires	0.00%	0
Surveys	0.00%	0
Telephone/email	9.62%	10
Website	24.04%	25
Other Internet	9.62%	10
Word of Mouth	61.54%	64
Other (please specify)	21.15%	22
Total Respondents: 104		

Business cards/brochures, presentations, website (MHTP's or the CMPs website? Clarification question needed), word of mouth account for the most utilized methods of therapeutic music promotion. Several CMPs referenced frustration in promoting their work and have given up promotion as a result.

Q26 What client population do you serve? (multiple answers accepted)

Answered: 118 Skipped: 14





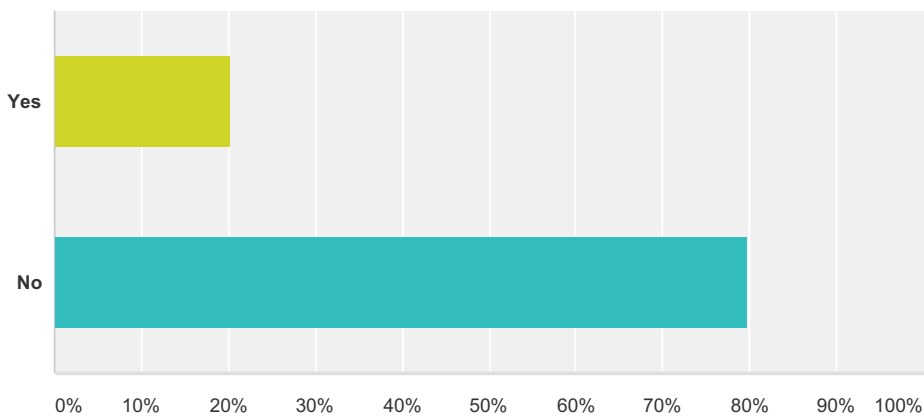
Answer Choices	Responses	
AIDS	5.08%	6
Burn Unit	4.24%	5
Cardiac	33.90%	40
Drug Rehabilitation	5.08%	6
Geriatric	61.86%	73
HIV	8.47%	10
Hospice	68.64%	81
Infusion	27.12%	32
Intensive Care	38.98%	46
Maternity	11.86%	14
Memory Care	55.08%	65
Mental Health	19.49%	23
Natal (Birthing)	2.54%	3

Neonatal	12.71%	15
NICU	18.64%	22
Oncology	45.76%	54
Orthopedic	23.73%	28
Palliative	54.24%	64
Pediatric	14.41%	17
Postoperative	32.20%	38
Preoperative	18.64%	22
Psychiatric	8.47%	10
Public places in clinical environment	24.58%	29
Recovery	19.49%	23
Rehab	23.73%	28
Special Needs Adults	18.64%	22
Special Needs Children	7.63%	9
Surgical	17.80%	21
Wellness Center	5.08%	6
Other (please specify)	9.32%	11
Total Respondents: 118		

Client populations served are primarily in cardiac, geriatric/memory care, hospice/palliative, oncology/infusion, intensive care, post op. There are still more opportunities to pursue, especially in psychiatric/mental health/drug rehab, HIV/AIDS, pediatric/NICU and labor/birthing.

Q27 Are you a part of an integrative medicine team?

Answered: 119 Skipped: 13

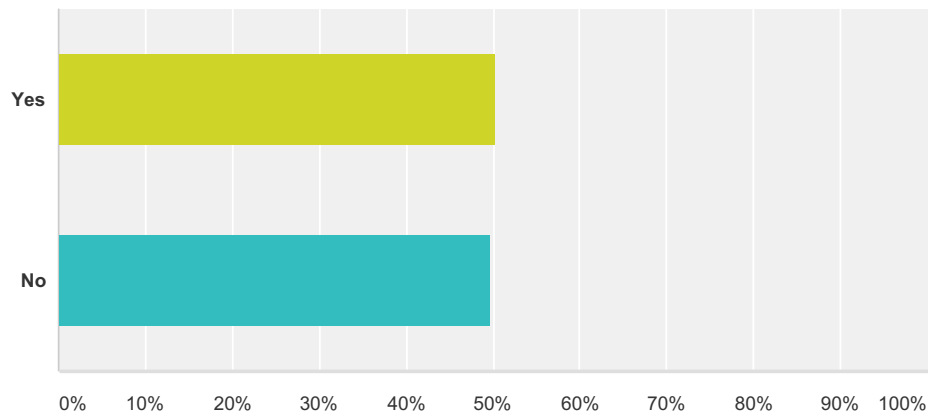


Answer Choices	Responses	
Yes	20.17%	24
No	79.83%	95
Total		119

Only 20% are part of an integrative medical team. With healthcare changes in the last couple years, expecting this to develop further as more healthcare facilities bring on complementary modalities.

Q28 Have you given a presentation on therapeutic music to the medical staff?

Answered: 121 Skipped: 11



Answer Choices	Responses	
Yes	50.41%	61
No	49.59%	60
Total		121

Note that only 50% of the respondents have given presentations on therapeutic music to the medical staff. There is still a huge need for education on the benefits of live music at the bedside to overcome the “Alive Inside” iPod focus many healthcare facilities are moving towards.

Q29 What other methods have you used successfully to secure paid work in therapeutic music?

Answered: 43 Skipped: 89

Only 43 respondents replied to this question. Some creative methods CMPs are utilizing include benefit concerts to raise funds. Others work with their church deacons and pastoral care staff. One offered a free 6 - 8 week course of music to targeted facilities, which was funded during that course by a church grant; afterwards leading to contracts with two of the three facilities. Some had set up articles with their local newspapers. Many voiced frustration with the results of fruitless promotion. One CMP's work was blocked due to resistance from a local Music Therapist.

DISCUSSION:

The participants in the survey were not randomly selected, so results should not necessarily be generalized to the entire CMP population. On the other hand, it is very likely that the promotion strategy for the survey of directed emails was able to recruit a good number of CMPs and the results show a fair representation of the CMP population. Note that all conclusions in this discussion are based on the replies received.

Market penetration in paid therapeutic music is focused primarily in the Eastern half of the U.S. at this point. The Western U.S. continues to lag in paid therapeutic music, whether as independent contractors and certainly as employees of interdisciplinary medical teams. From the respondents, still only 62% are employed in ANY capacity, with 36-38% still are volunteering. While there are certainly some CMPs who want to continue to volunteer, 70% of those who do volunteer WANT to be paid for their services.

Of those CMPs who are currently reimbursed for ANY expenses, primarily travel/parking related charges are the only reimbursed items. Hourly CMP Reimbursement rates are creeping up, though CMPs need to realize that their hourly fees need to build in cushion to cover employee benefits: sick days, vacation, healthcare, retirement, etc.

54% of the respondents work under 4 hours per week! While the reasons for working any number of hours is varied, from being semi-retired to part-time work to supplementing other types of endeavors, certainly therapeutic music can hardly be classified as full-time work for most individuals at this time.

Most individuals work (or have worked) in several areas in healthcare, from palliative/hospice to healthcare/hospital to geriatrics to oncology. More growth can be pursued in surgery/emergency and neonatal/pediatrics, and mental health/neurology, etc.

Therapeutic music funding is reliant still on donations, grants, foundations and auxiliaries, as opposed to being built into the facility budgets. This is no doubt based to a large extent on therapeutic music not yet covered by Medicare and the relative newness of our field.

With healthcare changes in the last couple years, we expect integrative medical teams to incorporate therapeutic music more frequently, as more healthcare facilities bring on complementary modalities.

Marketing efforts by CMPs as a group have been marginally successful. Some CMPs have realized significant successes via a variety of creative strategies, others have been minimal and many CMPs have given up on their efforts.

Changes in healthcare have been developing over the last couple years with the Affordable Care Act, HCAHPS surveys and JCO encouragement of complementary modalities to reduce overuse of pain medication. This opens up opportunities for therapeutic musicians to find paid work offering this service. Efforts to educate the medical community a few years ago that weren't effective then need to be revisited now.

DISCUSSION (continued):

The ability of CMPs to find paid work will of course improve MHTP's ability to attract new students. While MHTP has been successful in training CMPs in the field of therapeutic music, there is a LONG way to go to get CMPs the skills they need to find employment.

My recommendations to the Board:

- 1) MHTP will continue to update the business development techniques in Module 4 to reflect changes in the field of healthcare and spell out how to use this info in marketing.
- 2) MHTP will also continue support of the post-certification business development webinars for existing CMPs and Therapeutic Musicians.
- 3) Keep CMPs updated on changes within the healthcare community (as we did in our 2016 Conference) particularly with regards to opportunities developing with therapeutic music.
- 4) Continue our outreach to the field of integrated medicine, via IHTM and AIHM associations.

All of these are necessary to help us in our student recruitment and fund-raising efforts for our organization.