



FOR IMMEDIATE RELEASE

Media Contact:

Sarah Lary
Director of Communications and Member Engagement
sarah.lary@ntbca.org
214.783.0563

Business Council for the Arts Taps Laurel Braitman, Stanford professor and *New York Times* bestselling author, to Headline Arts & Health Program, *The Power of Storytelling to Heal*

NORTH TEXAS—APRIL 16, 2024—Business Council for the Arts (BCA) is proud to welcome Laurel Braitman, the *New York Times* bestselling author and Stanford professor at the forefront of integrating storytelling into the medical field, to serve as keynote speaker for their annual Arts & Health program focused on the power of the written word to influence positive health outcomes and experiences.

“The role of the arts in business, whether in healthcare or any other sector, is to inspire people and to contribute to creating optimal outcomes and environments where people can thrive,” shares Courtney Crothers, co-chair of BCA’s Arts & Health committee and art curator for UT Southwestern Medical Center. “We are thrilled to host Laurel in Dallas to learn how to incorporate storytelling into our daily lives at work and in the community. Finding meaning in the challenges inherent in a healthcare setting will be particularly beneficial to current medical students, who are tomorrow’s physicians.”

The Power of Storytelling to Heal event will be held on April 25, 2024, on the campus of Texas Scottish Rite for Children Hospital in Dallas. The program begins with a networking reception featuring the Irving Symphony Orchestra String Quartet at 5:30 pm, followed by the keynote presentation at 6:30 pm. An optional hands-on writing workshop for 30 attendees will coincide with the reception from 5 pm – 6 pm for an additional fee. The program was generously made possible through the Lupe Murchison Foundation with support provided by the Texas Health Resources Foundation and Texas Scottish Rite for Children Hospital. Tickets start at \$10.

Pioneering Narrative Medicine

The Business Council for the Arts has long supported narrative medicine, integrating literature and writing practice to improve health outcomes and support medical professionals.

“BCA’s Arts & Health programming has been a pioneering force in North Texas to shine a light on how the arts, especially the written word, can provide comfort and care,” shares Dr. Dirk Frater, MD, a renowned internal medicine doctor with E. Barrow Medical Group and BCA Arts & Health committee member, “Stories can touch the soul, and that can make all the difference to patients. It’s why I was passionate about bringing Laurel’s expertise to our region.”

As the Director of Writing and Storytelling at Stanford School of Medicine, Laurel Braitman empowers medical professionals to harness the therapeutic power of narrative, facilitating community building, mental health improvement, and enhanced communication skills. Her workshops equip individuals to find meaning and beauty even in challenging circumstances, fostering connections rooted in authenticity and vulnerability.

Her work has been featured on prominent media platforms such as the BBC, NPR, Good Morning America, and Al Jazeera. Her writing has appeared in The Guardian, The Wall Street Journal, WIRED, and National Geographic, among others. She is also a Senior TED Fellow.

Key Takeaways for Attendees

- How to utilize storytelling as a powerful tool for alleviating stress, preventing burnout, and enhancing resilience
- Practical skills to develop effective communication strategies and build supportive communities
- The transformative potential of confronting grief and living authentically
- Growth of the field of narrative medicine as an emerging tool for medical professionals

Purchase Tickets Now

“The Power of Storytelling to Heal” will be held Thursday, April 25th:

- 5:00 pm – Optional writing workshop
- 5:30 pm – Networking reception
- 6:30 pm – Keynote presentation

Tickets to the writing workshop (limited space) and event are available at <https://ntbca.org/aboutartsandhealth>

About Business Council for the Arts

Business Council for the Arts (BCA), guided by a diverse Board of Directors, including Founder’s Chair Nancy A. Nasher and Board Chair Joel Austin, is a non-profit organization representing over 150 leading businesses and organizations in North Texas, championing the arts in workplaces, education, and communities.

As the premier facilitator of business-arts partnerships in North Texas, BCA supports member programs fostering creative workforce development, such as On My Own Time™, an annual art competition showcasing literary and visual talents. BCA enriches company initiatives like Art at Work, pairing local artists with corporate offices to exhibit art alongside diversity, equity, and

inclusion or wellness programming. Additionally, BCA elevates understanding of art's role in business through committee-led programs like Arts & Health and Arts & Real Estate.

For over three decades, BCA has cultivated arts advocates and board members through its Leadership Arts Institute. BCA collaborates closely with arts institutions and local artists, recently launching Art Boost: Dallas, a conference offering business guidance to practicing artists.

As North Texas' hub for economic impact data, BCA bolsters the region's economy. Partnering with Americans for the Arts (AFTA), BCA supports cultural tourism and business growth initiatives. The Arts & Economic Prosperity Study 6, the eleventh impact study by BCA in 25 years, underscores the region's cultural significance.

Founded by Raymond D. Nasher in 1988, BCA emerged from a 1987 Dallas Citizens Council initiative. Nasher, a Dallas real estate developer and philanthropist, envisioned parallel growth in North Texas' cultural and business communities to elevate the region's prominence. For more information or to join as a BCA member, visit www.ntbca.org.

###