

Maren Christina Geißler

Alliance for Healthy Effects - Change of Perspectives for Healthy Impulses

Speakers Profile

Maren Christina Geissler developed the visionary concept of therapy efficiency in terms of practical application (Salutogenetische Szenografie). She explores untapped potentials in healthcare-institutions, based on the recipients' capacities to develop user-friendly concepts and to optimize existing structures. In her work, she focuses on the application and development of new strategies in order to achieve and increase creativity, interdisciplinarity and user-orientation; she aims at accelerating and promoting unused potentials deriving from multidisciplinary perspectives (e.g. patients - doctors - nurses). Through this change of perspectives, new scopes of action in healthcare management can be shown. Mrs Geissler founded the "Institut für Therapieeffizienz (ITE)" which helps clinics to optimize the internal efficiencies. The new methods that Maren Geissler develops have been awarded for creativity and social relevance (i.e. "Culture and Creativity Pilots Germany" award of the Federal Ministry of Economics and Technology).

In the context of "light and health" she focuses on interface-potentials between place, people, behavior, knowledge, space and objects. These specific improvements refer to the quality of services, products, product quality, workflow/process flow as well as staff training.

Abstract

Which role do light effects play for clinics of the future? Which further effects have an impact on these spaces? What kinds of spaces are relevant in raising awareness concerning visible as well as subliminal effects? These are some of all relevant scenographic contexts. In her lecture, Maren Geissler will show selected examples of these „changes of perspectives for healthy impulses“ through the analysis-method including video media. Salutogenetic scenography has to be seen as an ongoing process (person - recovery - efficiency) which asks for speedy knowledge transfer for new recovery effects.

The concept for this alliance was formed by Maren Geissler (Salutogenetic Scenography) and Alexander Wunsch (Light Biology) on the basis of discussions about the impact and



opportunities of salutogenetic scenography for the future of spaces. The 'LIGHT SYMPOSIUM WISMAR 2012' offers a great opportunity to present the idea of an Alliance for Healthy Effects and raise awareness for the potential of salutogenetic scenography. The Alliance is not an all-defined institution "set in stone". Rather it is to be seen as an invitation for international specialists of all areas of expertise to contribute to and become part of our network – but (!) with the clear aim of promoting health, recovery acceleration and use of disease prevention. The initiators aim at broadening their pool of knowledge by involving scientists from different fields of research, with different approaches, impulses and academic backgrounds. They would like to exchange ideas (jour fixe) in order to achieve sustainable healthy effects for recipients of certain spaces. The Alliance for Healthy Effects is a union of visionaries with great health awareness and the property of self-reflection-ability in a team. It is their aim to foster the exchange of ideas on a professional basis, to initiate an open-space discussion on healthy effects, to connect research results and to jointly create authentic and user-choice-friendly scenarios and future projects in an inter- as well as transdisciplinary way. Enhancing salutogenetic effects while inhibiting visible as well as invisible negative effects is the goal of this Alliance.

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