

Welcome to The Color Story.

We hope you enjoy this literary and visual experience, compliments of The Sherwin-Williams Color Marketing & Design Services Department. The fourth edition will explore some current conditions and interests that drive this market. We will examine and define color trends that are influencing the entire Healthcare Market Segment for 2013.



THE MAIN FOCUS of both healthcare facilities and cancer care centers is to continuously provide patients with the best medical care through state of the art technology. These caring communities focus on relaxed and meaningful surroundings, which further help to support, educate and promote the healing process for everyone involved. From patients, families & friends, to medical staff & physicians, everyone is affected by cancer.

In order to provide information on care that is more effective, efficient and satisfactory, healthcare studies and scientific research continually test against methods performed in the past. Evidence-Based Design (EBD) is the process of basing decisions about the built environment on credible research to achieve the best possible outcomes. Copyright© 2008 The Center for Health Design

Although color is subjective and research is unable to provide a direct correlation between color and medical outcomes, color is and will continue to be a powerful tool in healthcare settings, particularly cancer care facilities.

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THE HOTEL EXPERIENCE

Entering a cancer care facility for the first time can be a stressful situation whether for treatment or to meet with a physician. There is now a growing trend to provide patients with the amenities of a full service hotel experience and create a setting where each individual believes they will receive superior care. It is said that, "the first impression of a facility can influence the patient's opinion on the type of care and customer service they will receive."



Lobbies are prime locations for focus on that grand scale "wow factor". Typically a good foundation of neutrals for public areas will work well with other elements such as large water features and/or artwork. Multi-building campuses can even showcase expansive views to the outdoors. Neutral paint colors provide a serene background and blank canvas for other textural elements and provides cohesiveness that allows for color flow and harmony throughout the rest of the facility.

WARM NEUTRALS

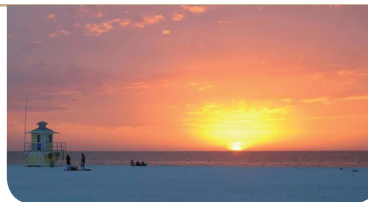
- SW 6385 Dover White
- SW 7541 Grecian Ivory
- SW 7530 Barcelona Beige
- SW 7535 Sandy Ridge
- SW 7525 Tree Branch

COOL NEUTRALS

- SW 0154 Nacre
- SW 7542 Natural
- SW 7052 Warm Stone
- SW 7045 Intellectual Gray
- SW 7018 Dove-tail

THE SPA

Salons and spas are being introduced into the cancer care facilities. They offer special treatments for patients, visitors and offer products suitable to a cancer patient's sensitive skin. Additionally some salons specialize in a wide range of wigs which make it convenient for chemotherapy patients. Utilizing a neutral color palette, paired with cool blue hues evokes a relaxing "water inspired environment" to these spas. Additional services may include restaurants, pharmacies, bookstores, fitness & nutrition centers and medical supply shops. These resources allow the healthcare facility, an opportunity to gain support from the patients and families, as well as the community it serves.



- SW 7522 Meadowlark
- SW 7697 Safari
- SW 7702 Spiced Cider
- SW 6053 Reddened Earth
- SW 0017 Calico
- SW 6423 Ryegrass
- SW 7607 Santorini Blue
- SW 7006 Extra White
- SW 7057 Silver Strand



COLOR LEADS THE WAY

The successful development of an accent color palette begins with a neutral color base as the foundation. Quite often different areas of the facility will be designated with signage, but identifying areas by color helps to guide and navigate the visitor through the space. Providing a logical and color coded wayfinding system is an extremely important part of the healthcare experience – as being lost and confused adds additional unnecessary stress on a patient and family. Neutral wall colors with strong coordinating accent colors work exceptionally well with logos and branding to differentiate between departments and common areas of the healthcare facility.



SW 7059 Unusual Gray

SW 6235 Foggy Day

SW 7726 Lemon Verbena

SW 6244 Naval

SW 6271 Expressive Plum

SW 6349 Pennywise

SW 6117 Smokey Topaz

SW 2842 Roycroft Suede

LET NATURE BE YOUR GUIDE

When determining color choices for waiting areas and treatment suites, colors of the regional environment are both familiar and refreshing ways to incorporate color into a space. Colors which range from orange and gold reminiscent of the desert environment, and traditional blues and greens closely associated with rivers and forests in the mountain regions; these nature based tones connect visitors of the space to the natural environment. When considering flooring materials, such as stone, hard wood surface or a neutral colored loop carpet, any of these options pair well with many paint color options.

The same colors may also be “used in small doses” as an accent wall in a waiting area or as an accent “footwall” in a patient’s room. Some accent colors can be used in alternating exam rooms, to break up the monotony for patients and the staff. Color can act as a positive distraction and bring life to an otherwise sterile environment.



TAKING BACK CONTROL



Patients look to gain control of their surroundings, especially when treatments prevent them from controlling their physical effects. Choices such as providing the patient with devices that adjust the temperature and light levels of their room, optional music or nature sounds during radiation treatment or even offering them the option of choosing to wait privately or to be among others who are going through the same treatments, provide a level of independent control over their environment. Some treatment facilities in temperate climates even offer the option to have infusion treatment outdoors on a balcony. With the constant development of new technology for treatment and early detection, along with the continued support of family and friends, the number of cancer survivors continues to increase each year.

COLORS OF HOPE

Breast Cancer
(SW 6570 Haute Pink)

Ovarian Cancer
(SW 6489 Really Teal)

Pancreatic Cancer
(SW 6390 Gutsy Grape)

Leukemia
(SW 6895 Knockout Orange)

Prostate Cancer
(SW 6793 Bluebell)

Appendix Cancer
(SW 6904 Gusto Gold)

Lymphoma
(SW 6920 Center Stage)

Colon Cancer
(SW 6538 Dignified)

Testicular Cancer
(SW 6823 Brave Purple)