Background Music in the Clinic

How does your practice utilise the benefits of background music? Clients sometimes suffer stress when waiting for a consultation. Medical centres are aware of this and most reception areas are adorned with comforting visual effects such as works of art and colour schemes designed to soothe.

Music generates the most emotive human response, so it is perhaps surprising that music generally receives less attention than other sensory devices in its utilisation and selection. It has been well documented that music has a unique capacity to relieve stress, and through its emotional content, to associate feelings of well-being in its immediate auditory area. Therefore, as part of a total gestalt atmosphere in which clients 1) feel comfortable and relaxed in, and 2) feel secure in returning to, appropriate background music should be considered.

The choice of music is crucial. What makes the music appropriate is not the genre (this is a common misconception) but rather the music constituents of tonality, tempo, texture, form and melodic range; and of course the volume level. This must be consistent, and barely audible.

I can assist you with music selection. My expertise in music psychology includes a master's dissertation on the cognitive and behavioural effects of background music, articles in magazines and newspapers, and international client experience. I compile mp3 playlists based on your practice image and customer demographic. As well as for general medical centres, I have provided playlists for dental practices and alternative-medicine businesses.

Playlist duration can be tailored per your request, but typically clients begin with an 8 hour package. Pricing for this is not expensive and you can elect to receive the product by downloading a zip file from a special link and hence avoid postal costs, or if you prefer, have a CD data disk posted to you. Should you like to test the water, there is at present a promotional starter pack of 4 hours. If you are satisfied, you can request more hours in due course.

When you place an order, I will require some images of your reception area - typically of the colour scheme, space and furniture, as well as a few details regarding the demographic and nature of your practice. Matching the right music to an environment is essential. This is known as Gestalt psychology, and as an example you would not expect to hear rap music in a 5* restaurant, nor a Mozart string quartet in a MacDonald's. To avoid gestalt dissonance, music must fit the environment. Incidentally this is why some local governments play music such as Mozart in public spaces like train stations. In this environment, graffiti artists and vandals feel less comfortable plying their havoc.

For details on time delivery and pricing, or any other questions, please contact me

admin@musiceducationworld.com

Should you like to discuss with me personally, I am happy to exchange phone or Skype details.

Best wishes for your success,

Michael Griffin

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