

Frequently Asked Questions

Heartland Whole Health Institute

Inquiries@HeartlandWholeHealth.org

850 Museum Way, Bentonville, AR 72712

What is Heartland Whole Health Institute?

- Heartland Whole Health Institute is a nonprofit founded by philanthropist Alice L. Walton.
- The Institute works with the health care industry in the development of new payment models, predictive analytics, and creation of virtual care technology to transform health care.
- Through research, advocacy, and education, the Institute develops care and payment models that can be replicated in the Heartland and across the country.

What are the building hours?

- Heartland Whole Health Institute's new building is open to the public Monday-Friday 10 a.m.-6 p.m.
- While the full facility isn't open to the public, select areas are now ready for you to experience such as the art gallery, cafe, lawns, and event space.
- Address: 850 Museum Way, Bentonville, Arkansas 72712

Where can I park?

- Visitors may utilize free covered parking at the Crystal Bridges Campus parking deck adjacent to the Scott Family Amazeum.

Can I make an appointment at Heartland Whole Health Institute?

- Direct patient care is not provided at Heartland Whole Health Institute. Please contact your doctor if you need medical care.

What special event space is available and how do I reserve it?

- Ballrooms A-C, Seminar Rooms A-C, and Green Rooms on the first floor are available to rent.
- Rental venue package amenities include food and drink, materials and tech and staffing.
- Learn more and inquire about booking on the Crystal Bridges Rentals website: CrystalBridges.org/event-rentals.

Can I take photos inside the Institute building?

- Yes, but no flash around the artworks. Studio lighting and equipment are not permitted.
- Drones are not permitted on the Crystal Bridges Campus.

Are pets allowed at the Institute building?

- Leashed pets are permitted on the grounds outside, not indoors. However, service/support animals are permitted indoors.

Who designed the building?

- Heartland Whole Health Institute was designed by Marlon Blackwell Architects of Fayetteville, Arkansas and is inspired by the natural landscape of the Ozarks, particularly the bluffs, caves, rivers, forests, and fields present throughout the Northwest Arkansas region.

Further questions?

- Please email us! Inquiries@HeartlandWholeHealth.org



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