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While there has been significant growth in research on narrative medicine programming, much of it has focused on programming in academic settings, on singular programs at individual healthcare facilities, and/or on the outcomes of such programming. There has been no systematic study of the process of initiating narrative medicine programming in U.S. healthcare settings. This project, then, seeks to uncover preliminary answers to the following questions: What are common obstacles to developing and/or implementing narrative medicine programming in U.S. clinics, hospitals, or health systems? What are potential issues of which to be aware? Have successful strategies have been developed to overcome these obstacles and avoid these issues? What expertise are needed? What resources have proved most useful? How do individuals or institutions secure these expertise and resources? Combining a review of the extant research with surveys of and interviews with practitioners and educators with diverse experiences initiating narrative medicine programming in U.S. healthcare settings, we seek to identify emerging and promising practices to present for consideration by other educators and institutions interested in these questions.