

PFE Fundamentals: The Power of Storytelling in Health Care

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Welcome and Introductions



Erin Craig, Senior Program Manager, HRET

Poll: How did you get here?

How did you hear about today's virtual event?

- a. HRET HIIN flyer
- b. HRET HIIN website
- c. HRET LISTSERV
- d. State hospital association
- e. QIN-QIO
- f. Your organization/colleague
- g. Other, please specify



PFE Faculty

Tiffany Christensen



Martha Hayward



Tanya Lord



Facts bring us to
knowledge, but stories
bring us to wisdom.

Rachel Naomi Remen, M.D. Kitchen Table Wisdom



About you!

- Current utilization of patient/family stories
- Current barriers/concerns
- Goals for today's workshop



Tanya's Story



Story is the language of the brain – we think in narrative. Story is the living, breathing cornerstone of evolution. Story isn't “a” way we make sense of the world. It's THE way.

-Lisa Cron, Wired for Story



Why do we tell our stories?

- To make it real
- To connect with others
- To make a change by
 - Inspiring
 - Informing
 - Improving



What Makes a Story Impactful?

- ✧ Descriptions **versus** Judgments
- ✧ Impact **versus** Intent
- ✧ Facts **versus** Opinion
- ✧ Personal **versus** Emotional
- ✧ Teach **versus** Chastise
- ✧ Change **versus** Punish
- ✧ Describe **versus** Defend
- ✧ Information **versus** Repetition



Whose Stories Have Impact?



How?

- Written
- Spoken
- Audio
- Video

How are PFAs typically invited to share their story?

What type of coaching do they typically get beforehand?

Are there risks to utilizing PFA storytellers?



Tiffany's story



Foundations of Storytelling in Healthcare

Top 3 PFA Needs

1. Heal by being heard
2. Share something meaningful
3. Make a difference



Foundations of Storytelling in Healthcare

Top 3 Audience Needs



1. Make me love you
2. Tell me something I don't know
3. Give me something I can take with me when I leave



Getting Started

- What do I tell? “My story is so big”
“My story is not very dramatic”
- Beginning, middle and end
- Start big, worry about customizing
and cutting down after it’s all laid out
- Build a timeline
- Begin honing in on the primary
message



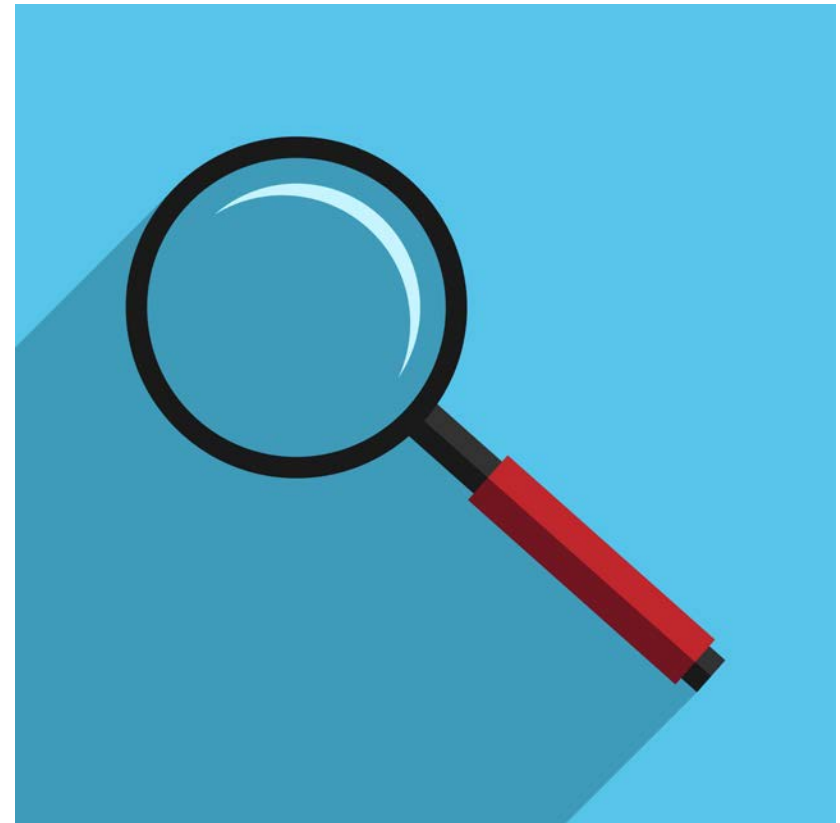
Think Practical

- Time
- Technology
- Audience
- Prompts
- Topic requested
- Opportunity for gratitude



Nuances to consider

- Personal style
- Humor
- Call Back
- Working with pauses

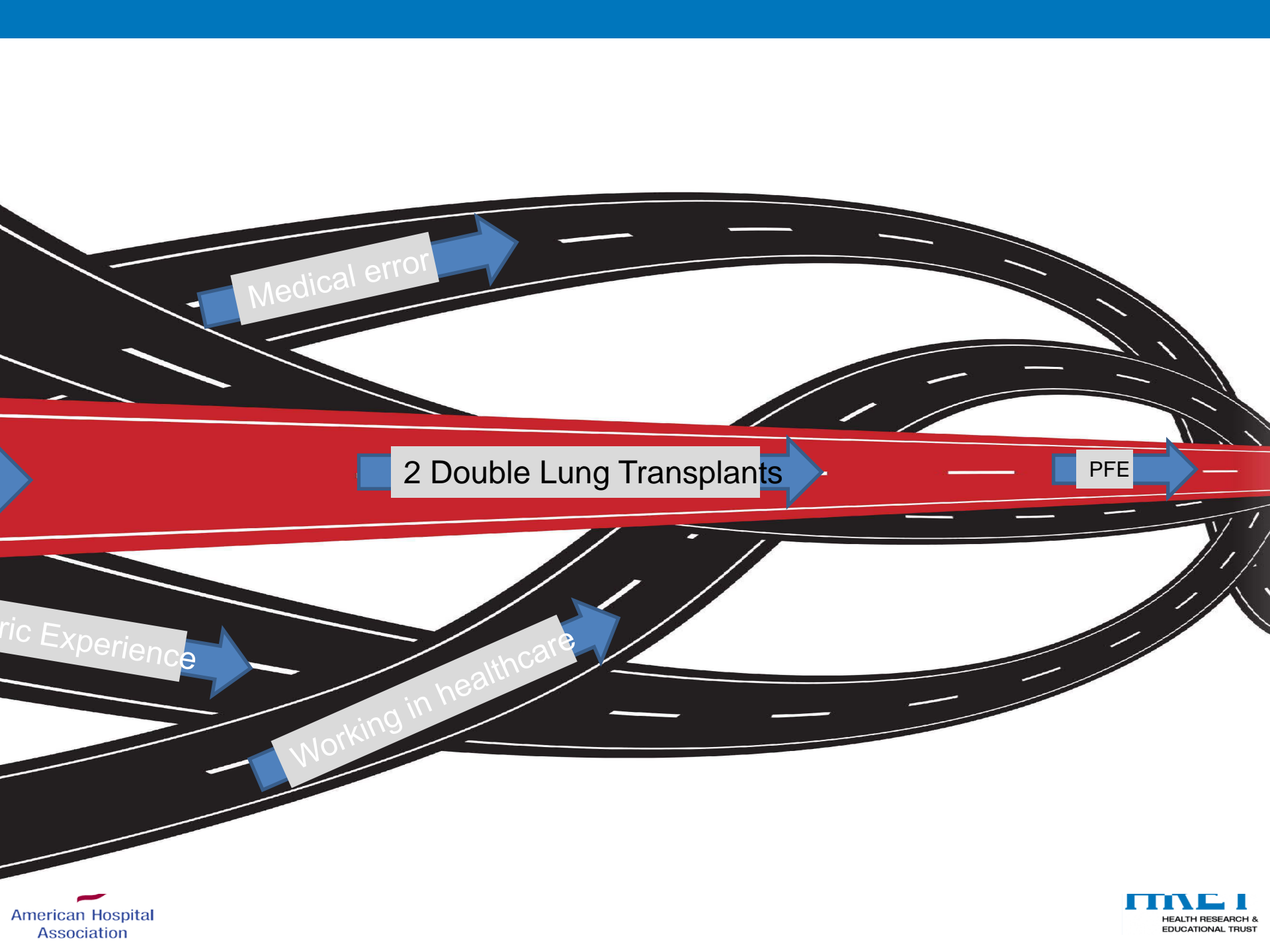


AM I READY?



Build stories, building coaches





Medical error

2 Double Lung Transplants

PFE

Clinical Experience

Working in healthcare

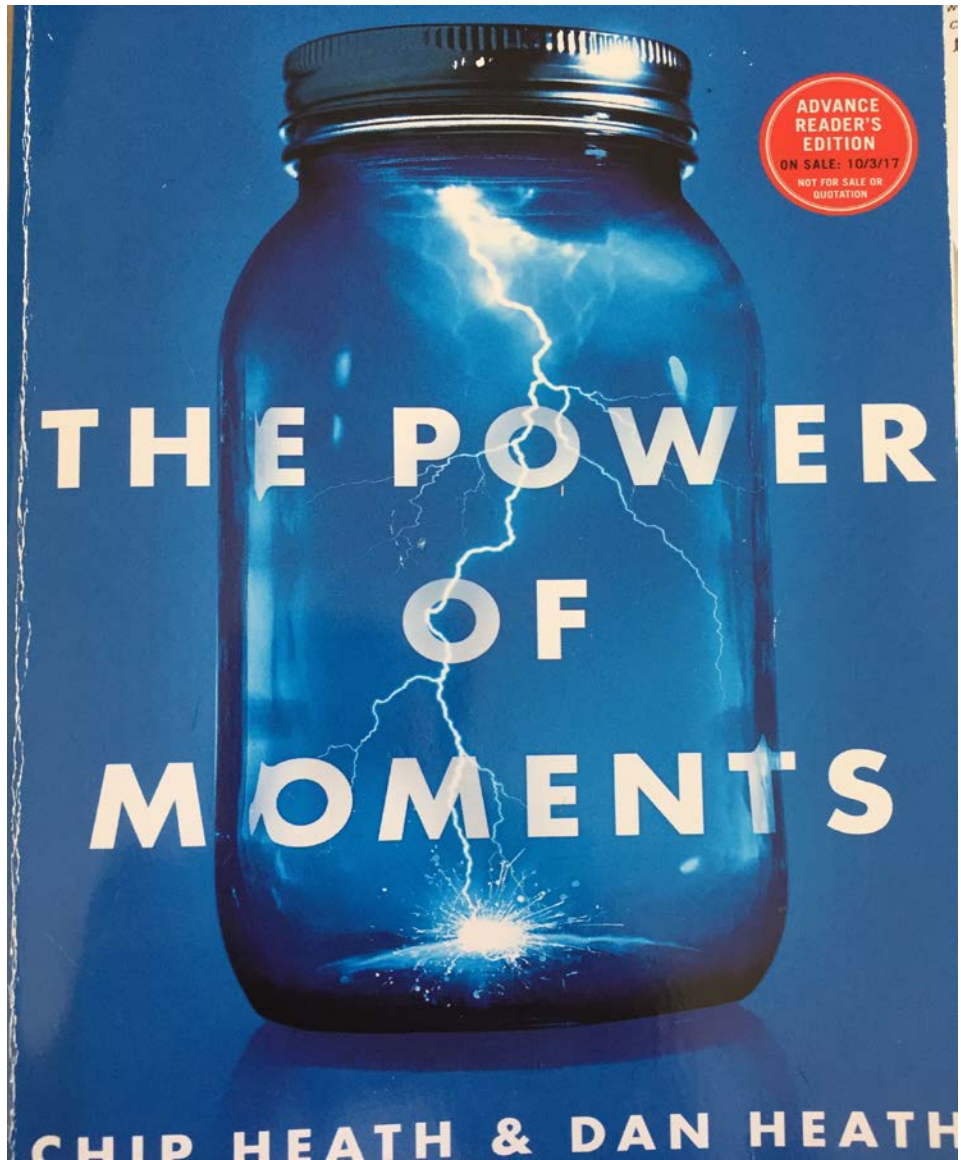
How will you build capacity?

- Why do we need a community of coaches?



Martha's Story





ADVANCE
READER'S
EDITION
ON SALE: 10/3/17
NOT FOR SALE OR
QUOTATION

THE POWER OF MOMENTS

CHIP HEATH & DAN HEATH



American Hospital
Association

HRET

HEALTH RESEARCH &
EDUCATIONAL TRUST



Discussion



Bring it Home



Erin Craig, Senior Program Manager, HRET

THANK YOU



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