Beyond the Data: Storytelling for Buy-in & Action

CCI CP3 Population Health Management
Comprehensive Track Webinar
Monday, February 13, 2017 from 12-1pm
Webinar Reminders

1. Everyone is muted.
   - Press *6 to **mute**
   - Press *7 **unmute**

2. Remember to chat in questions!

3. Fill out post webinar survey.

4. Webinar is being recorded & will be posted and sent out
March 2: Last CP3 Comp. Track Session

- **Focus:** Data infrastructure to support data-driven decisions and care
- **Location:** Preservation Park, Oakland, CA
- **Time:** 8am-4:30pm
- **Faculty:**
  - Dr. Carolyn Shepherd, former CMO at Clinica Family Health
  - Boris Kalikstein, Director of Patient-Centered Charting and Communication at Kaiser Permanente
  - Bhumil Shah, Assistant IT Director from Contra Costa Health Services
  - SA Kushinka, Program Director at CCI
  - Jerry Lassa, Principal at Data Matt3rs
  - Veena Channamsetty, CMO, and Mary Blankson, CNO, from Community Health Center, Inc. in Connecticut

Each team will present a story & share with the group.

Register by Thursday, Feb. 23:
https://ccicp3inpersonsession4.eventbrite.com
Coaching Sign Up

• Individual 30-minute phone coaching
• Help you identify and shape your own story.
  – If you know what story you want to share, Suzanne can help you craft it.
  – If you have no idea of what story you have to bring, Suzanne will help you figure that out too.

If you sign up & need to cancel or reschedule your time, please do so 24 hours’ in advance.

Megan will send out an email to schedule coaching
Beyond the Data: Storytelling for Buy-In and Action

Capitation Payment Preparedness Program

February 13, 2017

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www.suzannesamuel.com
Pleased to Meet You!

Suzanne Samuel
Strategy & Communications Consultant and Coach
Goals

- Use storytelling to show the advances you have made through CP3
- How a story can help you continue moving your project forward
- Why stories matter—and why they work
- Tools and tips for compelling stories
Forewarned: This Session Is Interactive
Moving Your CP3 Project Forward

What's storytelling got to do with it?
Stories Let You Send a Message

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Image from Flickr, Alan Turkius
Stories Let You Reach Stakeholders
A Tool for Convincing Colleagues
Coming Soon…Your Stories

- A story showing accomplishments and challenges your clinic experienced in CP3 to share at March 2 convening—and beyond.
We Are Here to Help You Become Storytellers
Storytelling Example: MA Program Expansion
Another Storytelling Example: Redefining Roles and the Power of Petaluma

Venice Family Clinic

Providing quality primary health care to people in need

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Power of Stories = Science of Storytelling
How We Process Data

WERNICKE’S AREA
LANGUAGE COMPREHENSION

BROCA’S AREA
LANGUAGE PROCESSING
How We Process Stories

VISUAL CORTEX
COLORS & SHAPES

WERNICKE’S AREA
LANGUAGE COMPREHENSION

OLFACTORY CORTEX
SCENTS

AUDITORY CORTEX
SOUNDS

BROCA’S AREA
LANGUAGE PROCESSING

MOTOR CORTEX
MOVEMENT

SENSORY CORTEX & CEREBELLUM
LANGUAGE COMPREHENSION

YOUR BRAIN ON STORIES
Stories Inspire Cooperation

Two Brains Become One: The Power of Storytelling

And if that's not enough, one scientist has shown that stories
Stories Lodge in Our Memories If They ...

- Capture attention
- Build narrative
- Elicit emotion
- Create empathy

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Image from Flickr, Sander van der Wel
... If They Avoid Cliches
... If They Are Relevant
Story Building Structure
Start with Why

I need to tell a story about _______________
so that we can _______________.

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A Storytelling Example

I need to tell a story about our MA program expansion so that we can use this process, which CP3 helped us create, to improve other areas of population health at LifeLong, such as maximizing the roles of health coaches and nurses.
Then Identify Your Audience

- Who are you trying to reach?
  - Who needs to know about, be involved in, or be committed to sustain your CP3 work?
- What do they care about?
Think Like Your Audience

- What’s In It For Me?
- Concerns? Motivations?
What's the Right Amount of Information for Them?
Example:
Describing the Need to Redefine RN Roles—and the Difference Audience Makes
Always Connect to Action or Ask

- Why me?
- Why now?
- What do you want me to DO?
- The reason I am telling you this story is...
What Venue Will Help Your Story Be Heard?
Your Story Blueprint

- What do you want to say?
- Who do you want to say it to?
- What do they care about?
  - Make your message or story audience-specific with different versions by audience
- What action do you want to inspire?
- What setting will help your story be heard?

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Blueprint Template Also Works For:

- Describing your project
- Building engagement
- Pitching leaders or staff
- Sharing progress
Tools and Tips for a Compelling Story
Stories Need a Beginning, Middle, and End

Once upon a time.
Know Your Last Line First
Stories Feature a Main Character
Sometimes That Character is You
Example: Main Character

Venice tells us about a “character” at Petaluma who made an impression
Transformation as Story

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Model from Andy Goodman, Goodman Center
Once upon a time…

Every day…

But one day…

Because of that…

Because of that…

Until finally…

And ever since…

Concept by Kenn Adams from How to Improvise a Full-Length Play
Image from Flickr, University of Liverpool
A Success Is Not Itself a Story
Obstacles Add to the Story
What Are the Stakes of Not Succeeding?

What are the stakes?

Give us reason to root for the character.

What happens if they don't succeed?

Stack the odds against.
More Nuts and Bolts of a Story...
Details
Evoke
Emotion
Locate Your Story
Name Names—and Respect HIPAA
Example:
A Patient and Their Family Experiencing an Alternative Visit Type—and Loving It!
Key Story Details

- Time (of year, of day)
- Location (help your listener see the situation)
- Describe the patient, staff, or team
  - Memorable physical attribute
  - Quality or emotion that shows the change
  - Make the person come to life
Testimonial as Story

This new change actually makes my work easier, and helps our patients, too. Yesterday, here’s what happened…
Example: LifeLong’s Story Ingredients

- Using CCI’s design thinking strategies: chartpads covered in stickies
- Visit to Clinica and their model of team-based care affirming LifeLong MA expansion = right direction
- Colleagues to help identify an MA for “main character”
- Ask involves what’s next
Example: Venice’s Story Ingredients

- Inspiration from Petaluma
- Creating a story that shows Petaluma-topia AND Venice’s progress toward it
Capturing Stories
Create a Storytelling Culture
Stories Keep Improving As You Go
Don’t Wait for Perfect to Practice
Coming Soon... Your Stories

For March 2: A story showing accomplishments and challenges your clinic experienced in CP3 to share at convening—and beyond
Choose Your Storytelling Coaching Slot
Thank you!
Coaching Sign Up

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CONTACT INFORMATION

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• Megan O’Brien: mobrien@careinnovations.org

Please remember to fill out the post webinar brief survey!!