



# 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

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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

Each team will  
present a story  
& share with the  
group

- **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

**Register by Thursday, Feb. 23:**  
<https://ccicp3inpersonsession4.eventbrite.com>

# Coaching Sign Up

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- 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.

**Megan will  
send out an  
email to  
schedule  
coaching**

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



# Beyond the Data: Storytelling for Buy-In and Action

Capitation Payment Preparedness Program

February 13, 2017



# 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



# 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

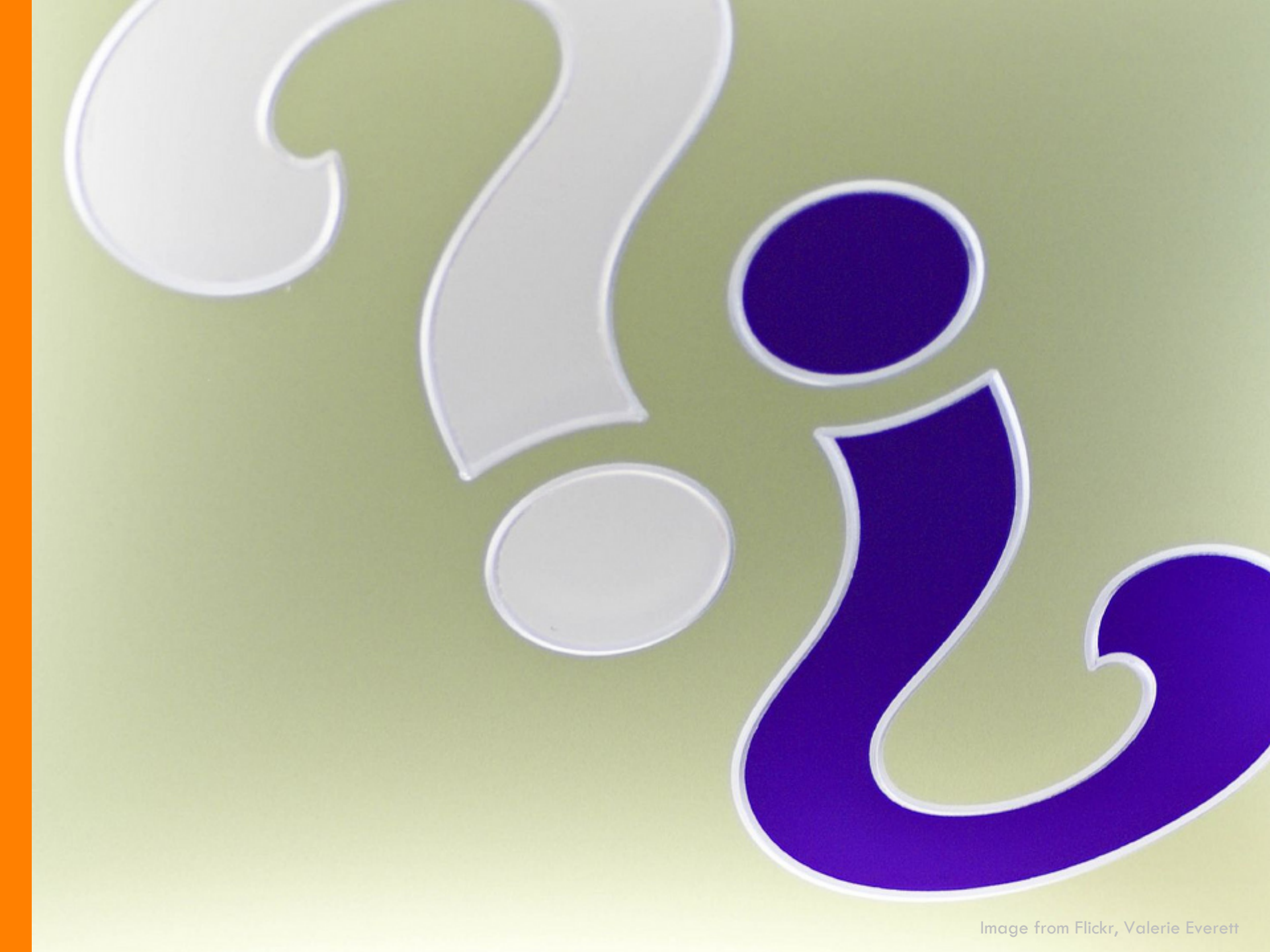


# Another Storytelling Example: Redefining Roles and the Power of Petaluma







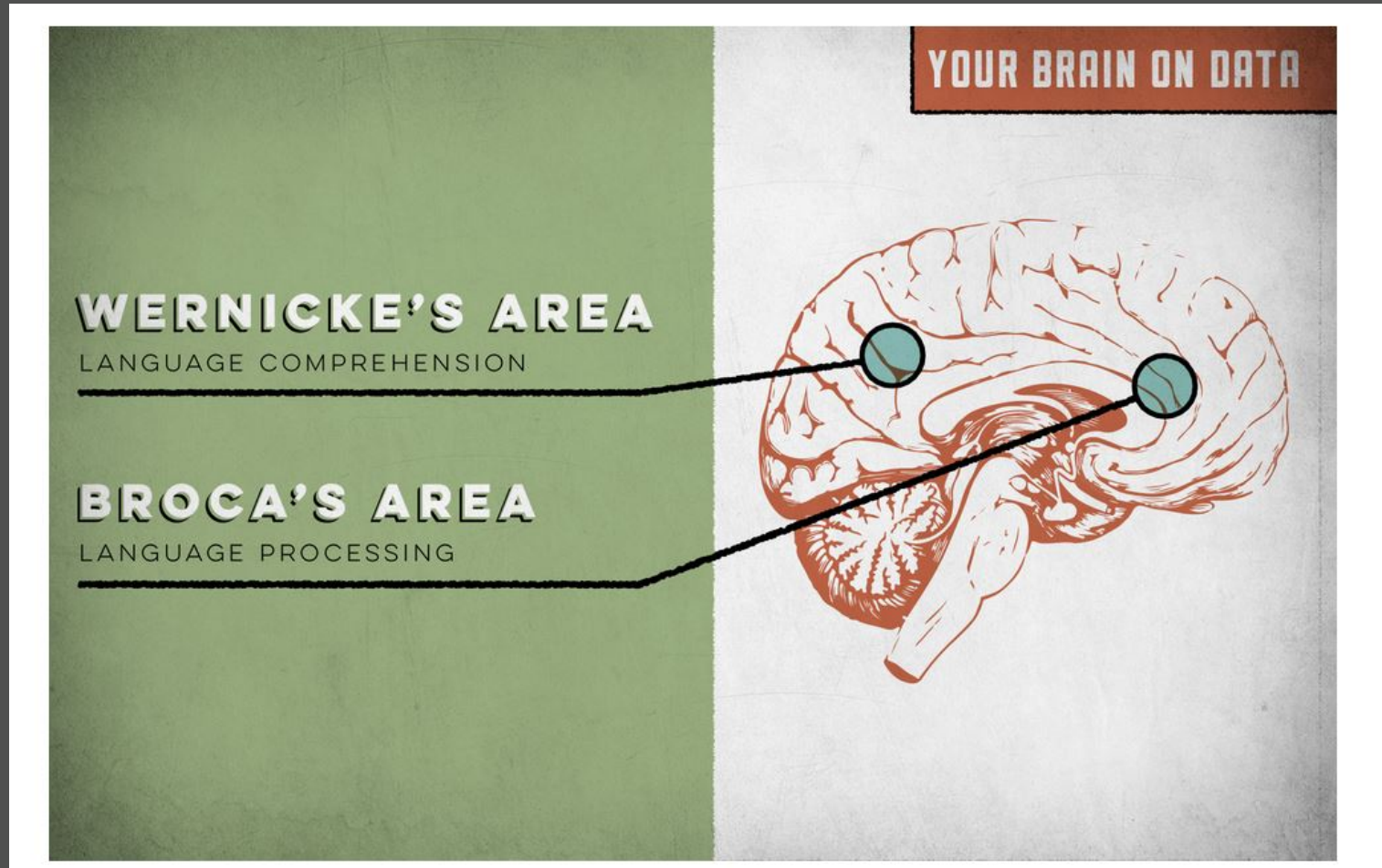




# Power of Stories = Science of Storytelling

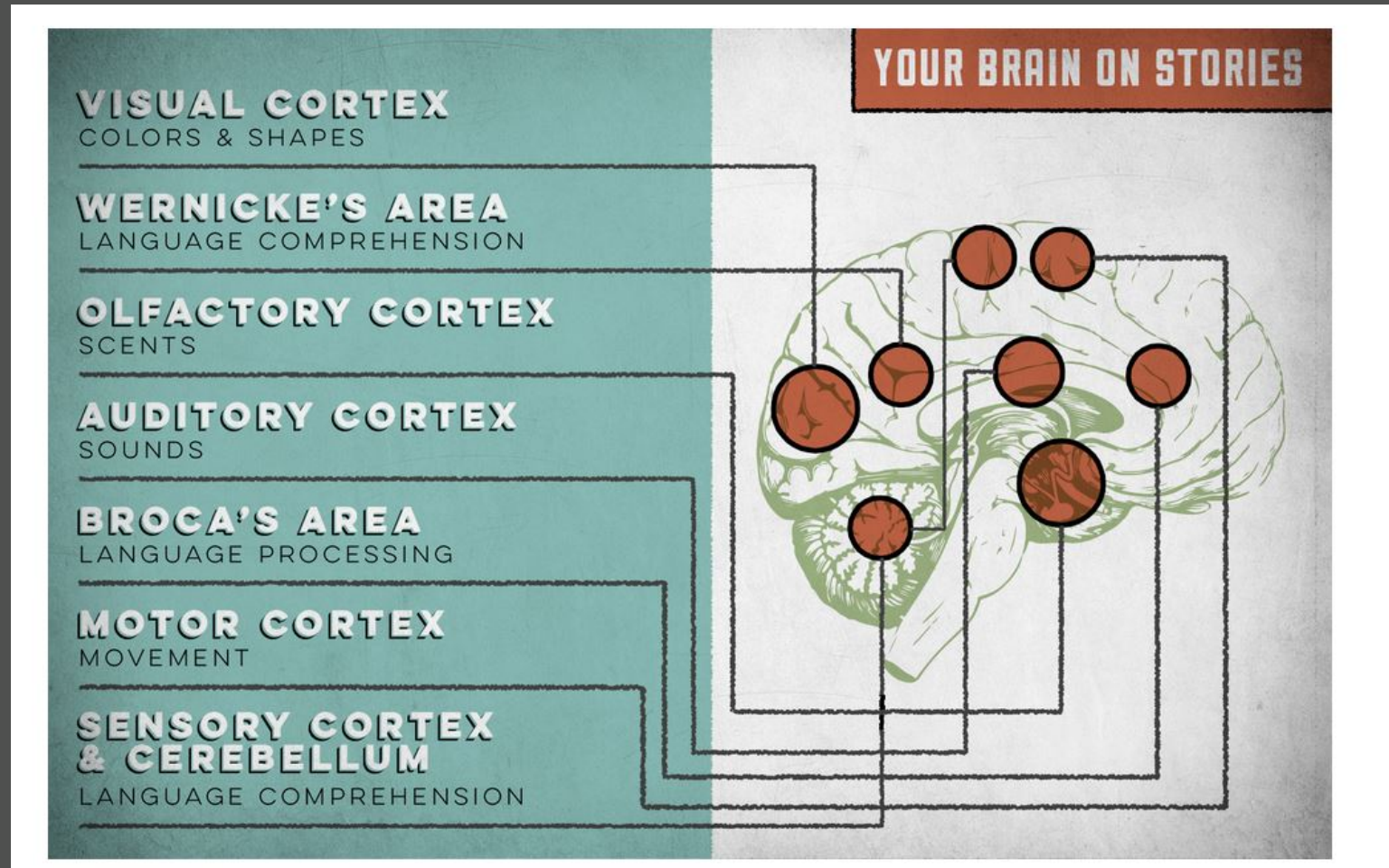


# How We Process Data





# How We Process Stories



# Stories Inspire Cooperation





# Stories Lodge in Our Memories If They ...

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



# ... 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

---



# 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?





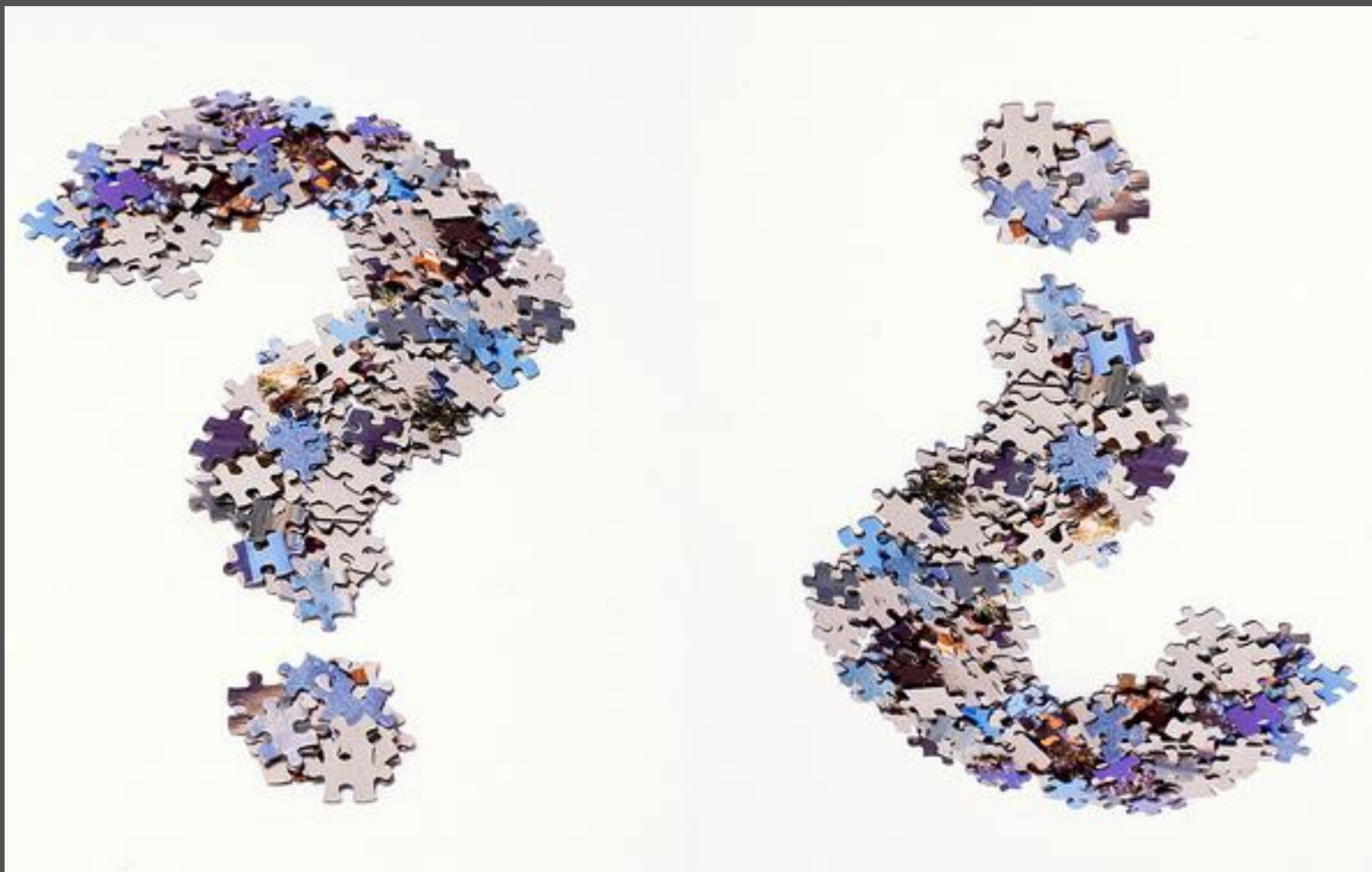
# Your Story Blueprint

- 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?

# 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



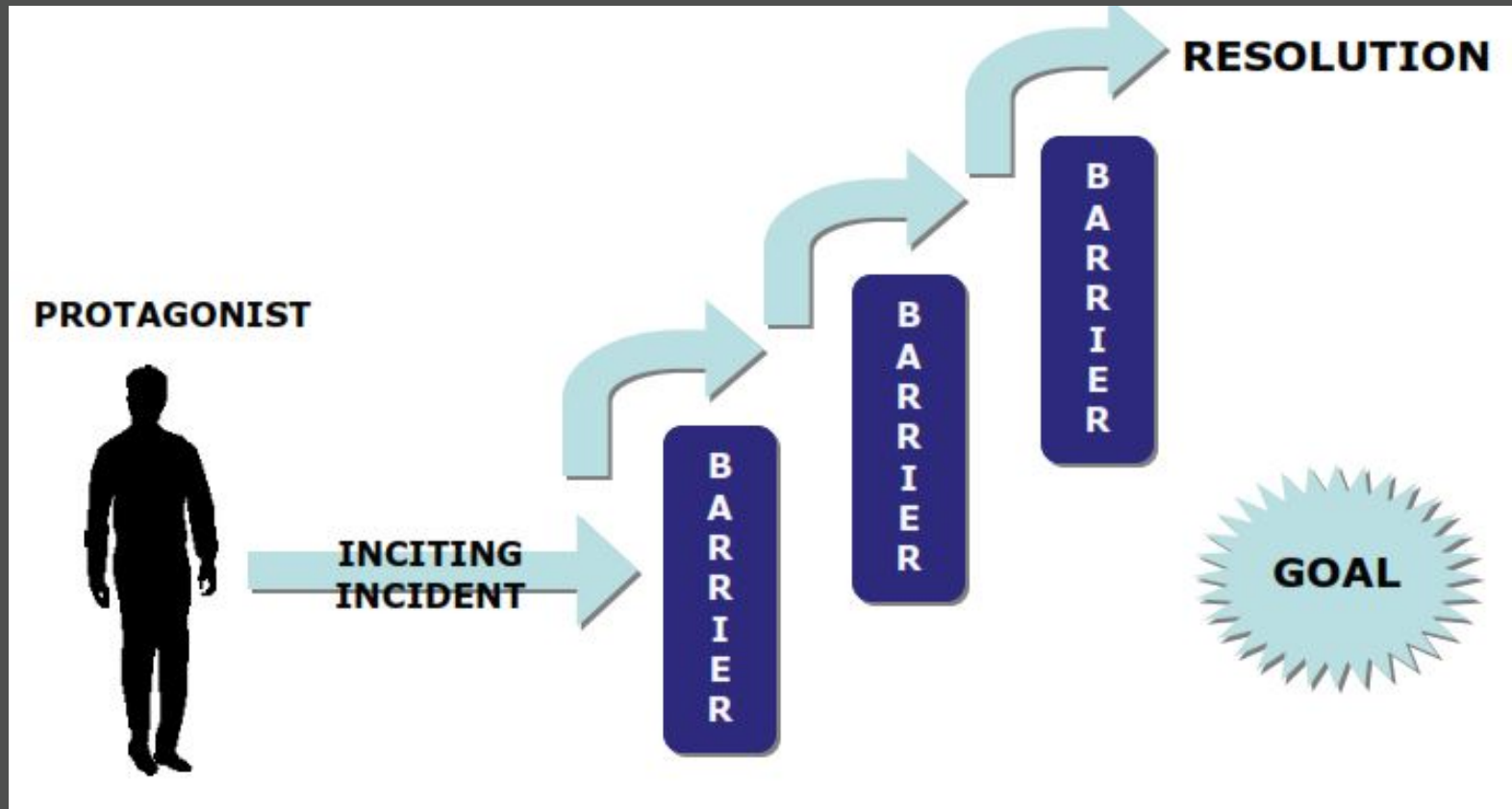
# Example: Main Character

- Venice tells us about a “character” at Petaluma who made an impression

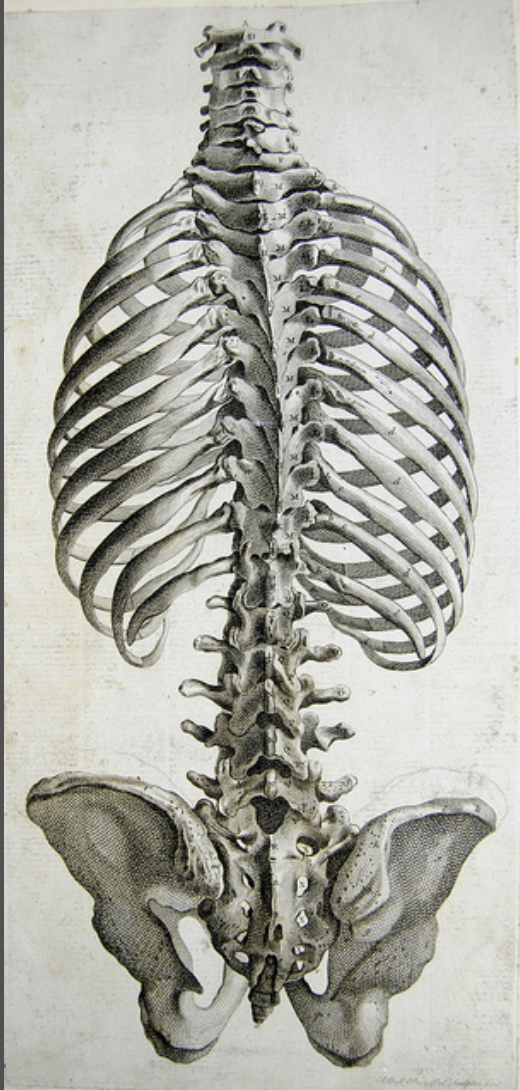




# Transformation as Story



# Story Spine



- Once upon a time...
- Every day...
- But one day...
- Because of that...
- Because of that...
- Until finally...
- And ever since...



# A Success Is Not Itself a Story



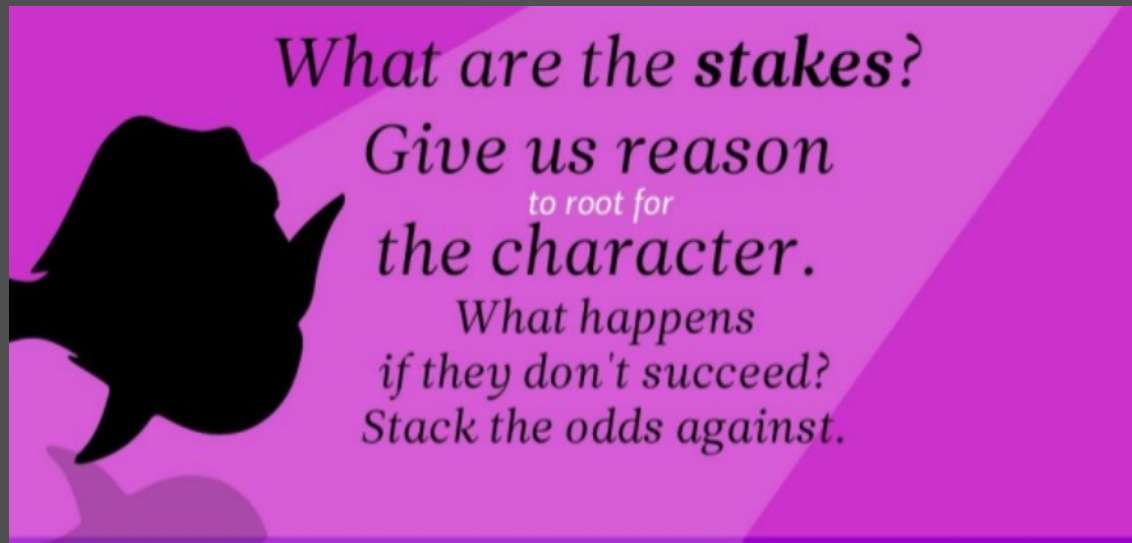


# Obstacles Add to the Story





# What Are the Stakes of Not Succeeding?







# More Nuts and Bolts of a Story...



# Details Evoke Emotion





# Locate Your Story





# Name Names—and Respect HIPAA

A red and white name tag is attached to a grey, textured surface. The name tag has a red top half and a white bottom half. The text "HELLO my name is" is printed in white on the red background. The tag is slightly tilted and has a small hole at the top left corner.

HELLO  
my name is



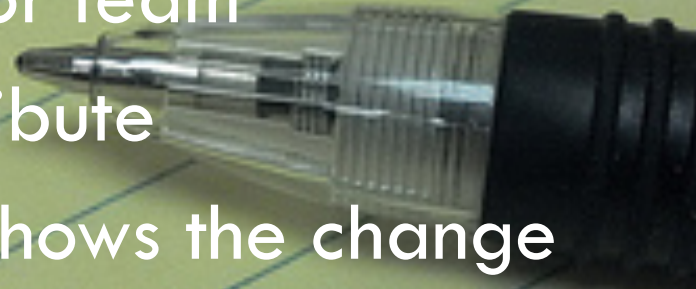
**Example:**

**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!



[www.suzannesamuel.com](http://www.suzannesamuel.com)

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# CONTACT INFORMATION

- Tammy Fisher: [tammy@careinnovations.org](mailto:tammy@careinnovations.org)
- Megan O'Brien: [mobrien@careinnovations.org](mailto:mobrien@careinnovations.org)

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

# THANK YOU!