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Making Improvement Meaningful: Learn How Storytelling Can Help Spread Healthcare Improvement
Jenn Verma, Senior Director, Collaboration for Innovation and Improvement, CFHI

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Accelerating healthcare improvement
Accélérer l’amélioration des services de santé

cfhi-fcass.ca
Objectives

1. Find out about the potency of storytelling to catalyze and drive improvements in healthcare

1. Be the judge: Healthcare improvement provides an ongoing source of stories and the opportunity to use narrative in a creative and effective way

2. Test-run CFHI’s impact story template by developing and delivering your own impact story
Storytelling in healthcare – An evolution
When we don't tell our stories, our experiences... can disappear forever.

A single narrative is as powerful as any health care intervention; it is the one language that all of us – health care worker and lay person - share... a single narrative can change the way we live our lives, practice our art, and even reform our policies.

Y = tension

Climax

Dénouement

Opening scene

Crises

Tension

beginning

middle

end

X = time
The vision

Y = tension

Aspires to it

Achieves it

Failure

Learns from failure

Achieves it again

Dénouement

X = time

beginning

middle

end
1. The contract
2. The pull
3. The incident
4. The reveal
5. Point of no return
6. Mini-climax
7. All-is-lost moment
8. News of hope
9. Climax
10. The end
How to tell the WORST possible story...

• Go over listeners’ heads with corporate speak and meaningless data (that “speaks for itself…”)

• Blather on, ramble…

• Pepper your story with “uuhhhhhhh,” “basically” and trite phrases like “going forward” and “bring to the table”
Numbers can’t ‘talk’ but they can tell you as much as your human sources can. But just like with human sources, you have to ask.

Meet Jean Sauvé, a 72-year-old widower with diabetes and high blood pressure who is on several medications. One morning, Mr. Sauvé wakes up with chest pains. Not having a family doctor he can call, he goes to the emergency room. He’s admitted to the hospital, treated successfully, sent home with updated prescriptions, and told to visit a walk-in clinic if he has any more problems.

Good messaging is...

Simple
Clear
Active

Quick tip: Evidence is the basis of the message, but not the message itself...
If a story is not about the hearer he will not listen. And here I make a rule – A great and interesting story is about everyone or it will not last.

John Steinbeck
Stories can...

- Spark Action
- Share knowledge
- Lead people into the future
- Foster collaboration
- Transmit values

How to Transform Your Healthcare System
Northwest Territories Health and Social Services Authorities

- **1.1M km²**
- **43,523** people
- **33 communities**
- **2 hospitals**
- **20 health centres**
- **50% of bed days**
Lesson 1: You’re Not That Special
Problem definition
6 questions

1. Can you describe in general terms what you feel are the problems in the current organization and delivery of?

2. Has there been attempts to address these problems? By who, how and when? With what success?

3. Can you gather data to document the problems? If so, what does the data tell you about the characteristics of the problems:
Lesson 2: Use Your Power Brokers
Lesson 3: Little Fixes can Lead to Big Fixes
NWT Chronic Disease Management
To tell effective stories

1st

Define the narrative

2nd

Choose your style

3rd

Tell and retell...

4th

Release

Release

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Questions?

1. Use the “Questions box” on the bottom left of your webinar screen
2. Press *1 on your telephone and ask verbally
Thank you!

Please take a moment to complete a brief survey about today’s session here.
References & Acknowledgements

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