

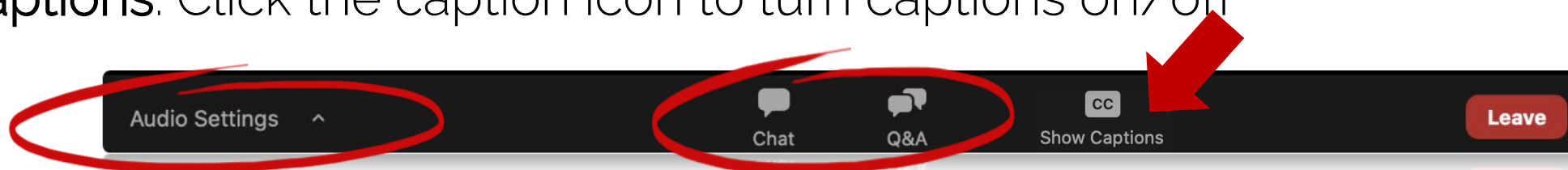
Storytelling and its Practical Influence

July 25, 2023



Housekeeping

- All participants are muted.
- **Audio Settings:** ability to select your speakers and adjust your volume.
- **Chat:** for sharing of ideas, interacting with speakers and attendees; not for promoting services and products. Make sure you choose '**Everyone**' in the dropdown in the chat box.
- **Q&A:** for submitting questions to review at the end of the webinar
- **Captions:** Click the caption icon to turn captions on/off



- Receive follow up email tomorrow with webinar slides, recording and link to survey.

PX Continuing Education Credits

- This program is approved for 1 PXE.
- In order to obtain patient experience continuing education credit, participants must attend the program in its entirety and complete the evaluation within 30 days.
- The speakers do not have a relevant financial, professional, or personal relationship with a commercial interest producing health care goods/services related to this educational activity.
- No off-label use of products will be addressed during this educational activity.
- No products are available during this educational activity, which would indicate endorsement.

This webinar is eligible for 1 patient experience continuing education (PXE) credit. Participants interested in receiving PXEs must complete the program survey within 30 days of attending the webinar. Participants can claim PXEs and print out PXE certificates through Patient Experience Institute. As recorded webinar, it offers PXE for two (2) years from the live broadcast date.



Our Speakers from Sutter Bay Medical Foundation



Vecepia Robinson, MHC, CPXP
*Director, Office of Patient
Experience*



William Bratz
Program Manager



Ernest Somers
Program Manager

Sutter Bay Medical Foundation (SBMF)
Office of Patient Experience
The Beryl Institute Webinar
Storytelling and it's Practical Influence



July 25, 2023

Agenda & Objectives

Agenda



Personal Story & Purpose of Storytelling
Vecepia Robinson



The Brain & Storytelling
William Bratz



Applying Storytelling / Final Story
Ernest Somers

Objectives

Discuss the purpose of Storytelling and the ROI in Healthcare Management.

Explore if you are an emotional (right brain) or logical (left brain) individual when it comes to hearing and presenting a story.

Discover ways to apply storytelling in your daily work and personal activities

Who Are We?



Vecepia Robinson, MHC, CPXP
Director



William Bratz
Program Manager



Ernest Somers
Program Manager

Sutter Bay Medical Foundation

Greater San Francisco

(SF, Marin, Sonoma, Lake* Counties)

239 Physicians cFTE

51 APC cFTE

27 Care Centers

Greater East Bay

(Alameda, Contra Costa, Solano* Counties)

438 Physicians cFTE

68 APC cFTE

18 Care Centers

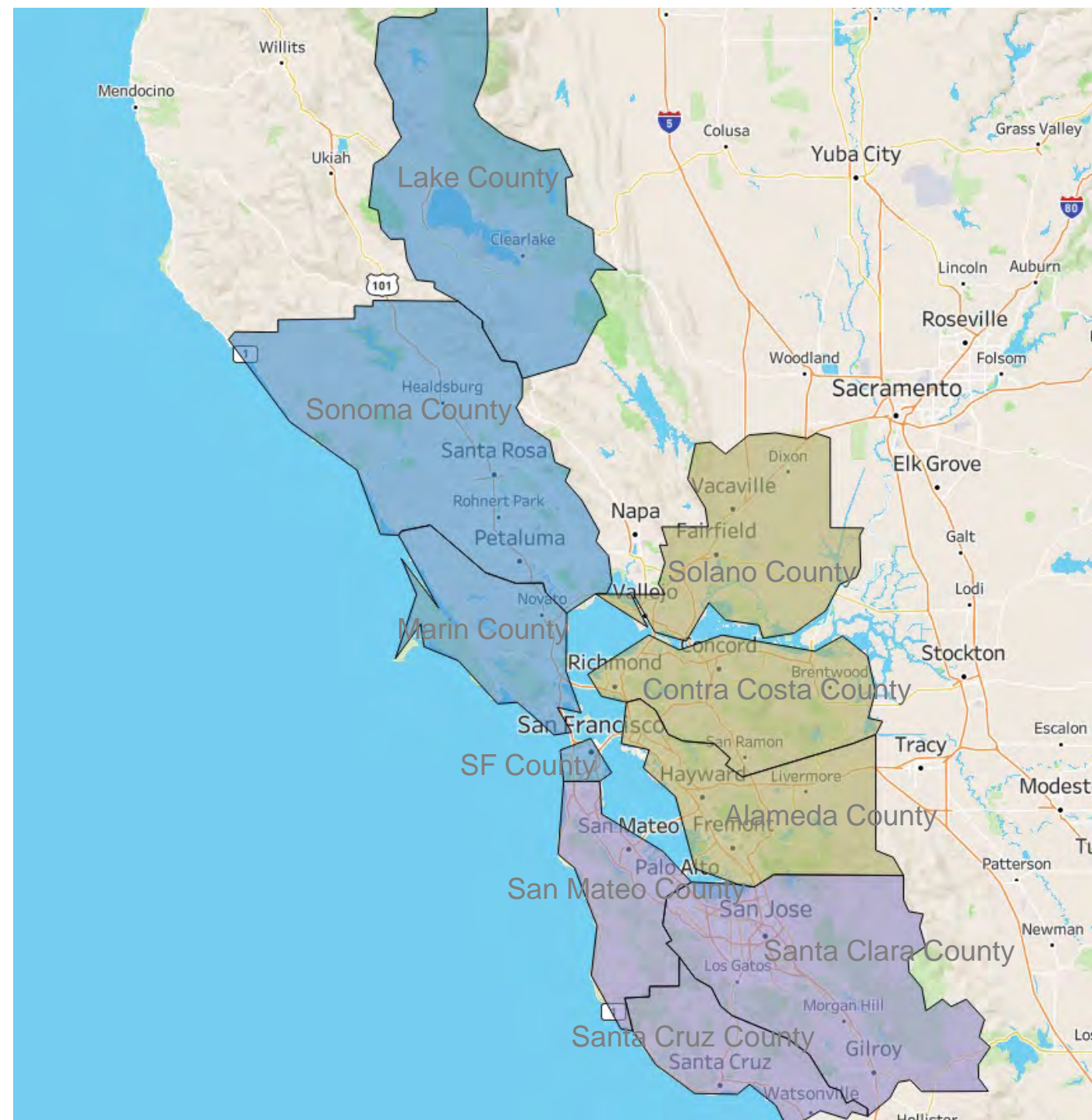
Greater Silicon Valley

(San Mateo, Santa Clara, Santa Cruz Counties)

988 Physicians cFTE

267 APC cFTE

47 Care Centers



Sutter Valley Medical Foundation

Greater Sacramento

(Sacramento, Amador, El Dorado, Placer, Nevada, Yuba, Sutter and Yolo Counties)

720 Physicians cFTE
164 APC cFTE
43 Care Centers

Greater Central Valley

(San Joaquin, Stanislaus and Merced Counties)

303 Physicians cFTE
46 APC cFTE
17 Care Centers



Reflection

The Most Powerful Person In The
World Is The Story Teller. The
Storyteller Sets The Vision, Values
And Agenda Of An Entire Generation
That Is To Come.

~ STEVE JOBS ~

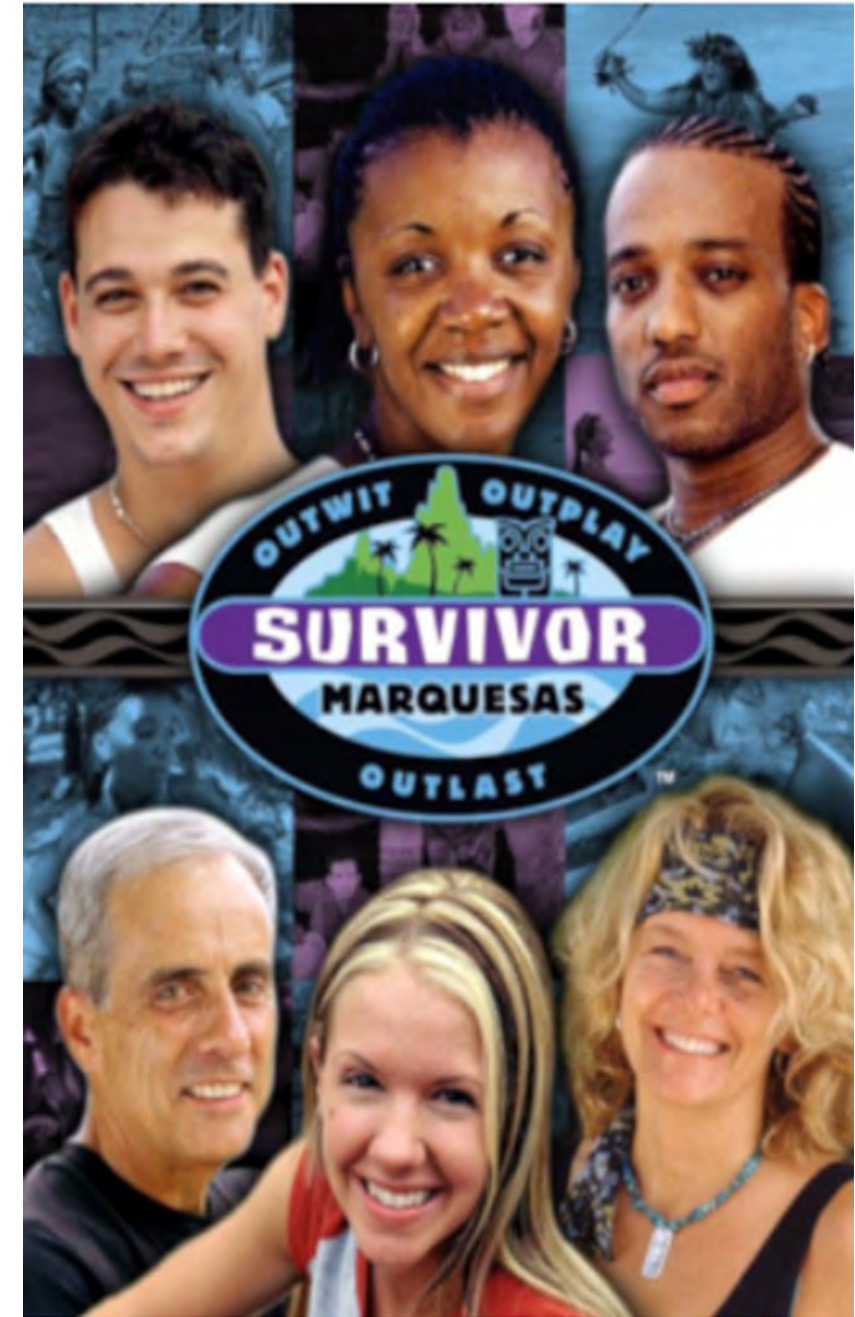
Sharing a Personal Story

In the Beginning – 2000 / 2002 Survivor: Marquesas

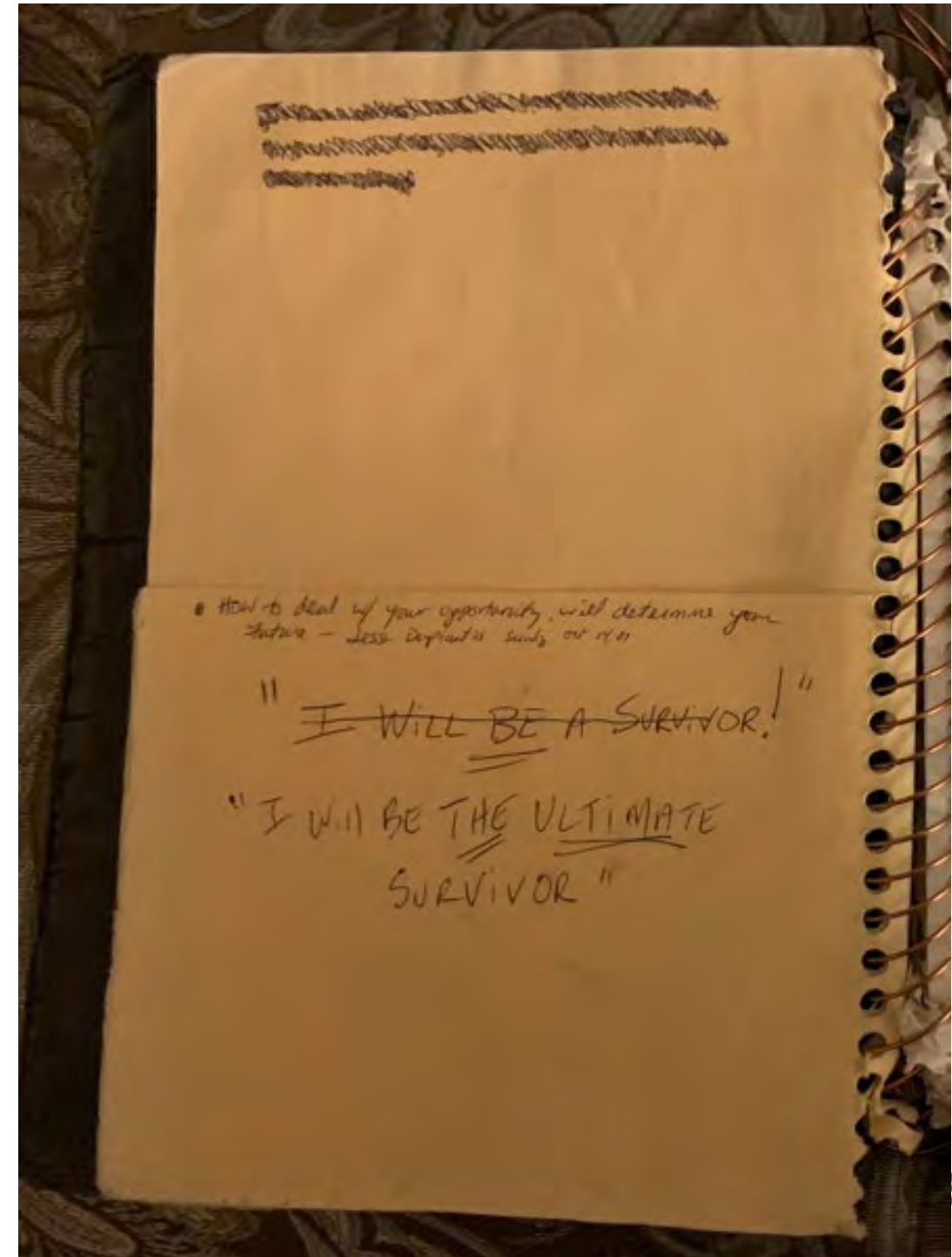


Aired May – Aug 2000
Over 6k applied
800 interviewed in 16 cities
48 made it to final interview
16 made the show
1 Winner

Filmed Nov – Dec 2001,
Aired Feb – May 2002
Over 43k applied,
2000 interviewed in 25 cities
100 made it to final interview
16 made the show
Original Location: Jordan,
Changed due to 911
1 Winner



Making the vision clear



Climactic / Fun Moments



Special Memories First Challenge / Immunity Win



Strategic or Lucky Move?



Final Tribal Council

• How to deal w/ your opportunity, will determine your future - Jessi DePriantis says on 11/21

"I WILL BE A SURVIVOR!"

"I WILL BE THE ULTIMATE SURVIVOR"



Through the 6 weeks, a few firsts:

- 1 of 3 to be on a tribe with every contestant on the season
- Used Personal item to my advantage
- Only woman from original tribe to make merge
- First woman to celebrate birthday
- First winner to win multiple immunity challenges
- First winner to never win a reward challenge
- First AA Survivor Winner and First AA to win any reality show
- First winner never asked back to play again

Final Votes

Finale: Central Park, NYC
25 Million Viewers

<https://youtu.be/LCx7v9GqT4E>



What do you remember?

In the chat, type
in what's one thing that
stood out to you in this
entire story?



The purpose of Storytelling

- Inspire change, action and motivate
- It connects us, draws us in, helps us make sense of the world & communicates our values and beliefs and speaks to us in ways that sometimes numbers and data just cannot
- Bring life to numbers and data and effectively communicate purpose for improvement efforts
- Provides imagery, arouse curiosity
- Ensure organization's values are reflected in experiences shared – staff resilience and patient and family centeredness
- To remind an organization of their purpose (Connecting those stories to purpose) by adding stories to our meetings



The ROI of Storytelling in Healthcare Management

Effective storytelling involves a **deep understanding of human emotions, motivations, and psychology** in order to truly move an audience.

TRANSFORMS THE DELIVERY OF HEALTHCARE

Storytelling is a method to drive healthcare innovation in order to improve health outcomes, but more importantly as a way to give a voice to those accessing the public health system.



BRINGS A HUMANISTIC APPROACH TO HEALTHCARE

Patient experiences allow for teaching healthcare professionals about the needs of our most vulnerable populations and utilize narratives to promote better community health outcomes.

Where do we get patient & staff stories from?

Dashboards

Focused Recognitions

Phone Calls

**Audio & Video
Recording**

Live Storytelling

Patient Advisors



Clinic Visits

Rounding

Social Media

**From each
other**

**Patient / Staff
Comments**

"Never overlook the power of a good story. This is what people will remember about your work."

- Jane Maher, Chief Medical Officer at Macmillan Cancer Support

6 Rules of Great Storytelling (As Told by Pixar)

1. Great stories are universal
2. Great stories have a clear structure and purpose
3. Great stories have a character to root for (an underdog)
4. Great stories appeal to our deepest emotions
5. Great stories are surprising and unexpected
6. Great stories are simple and focused



“Inside each of us is a natural-born storyteller, waiting to be released.” — Robin Moore, Author

Future of Storytelling



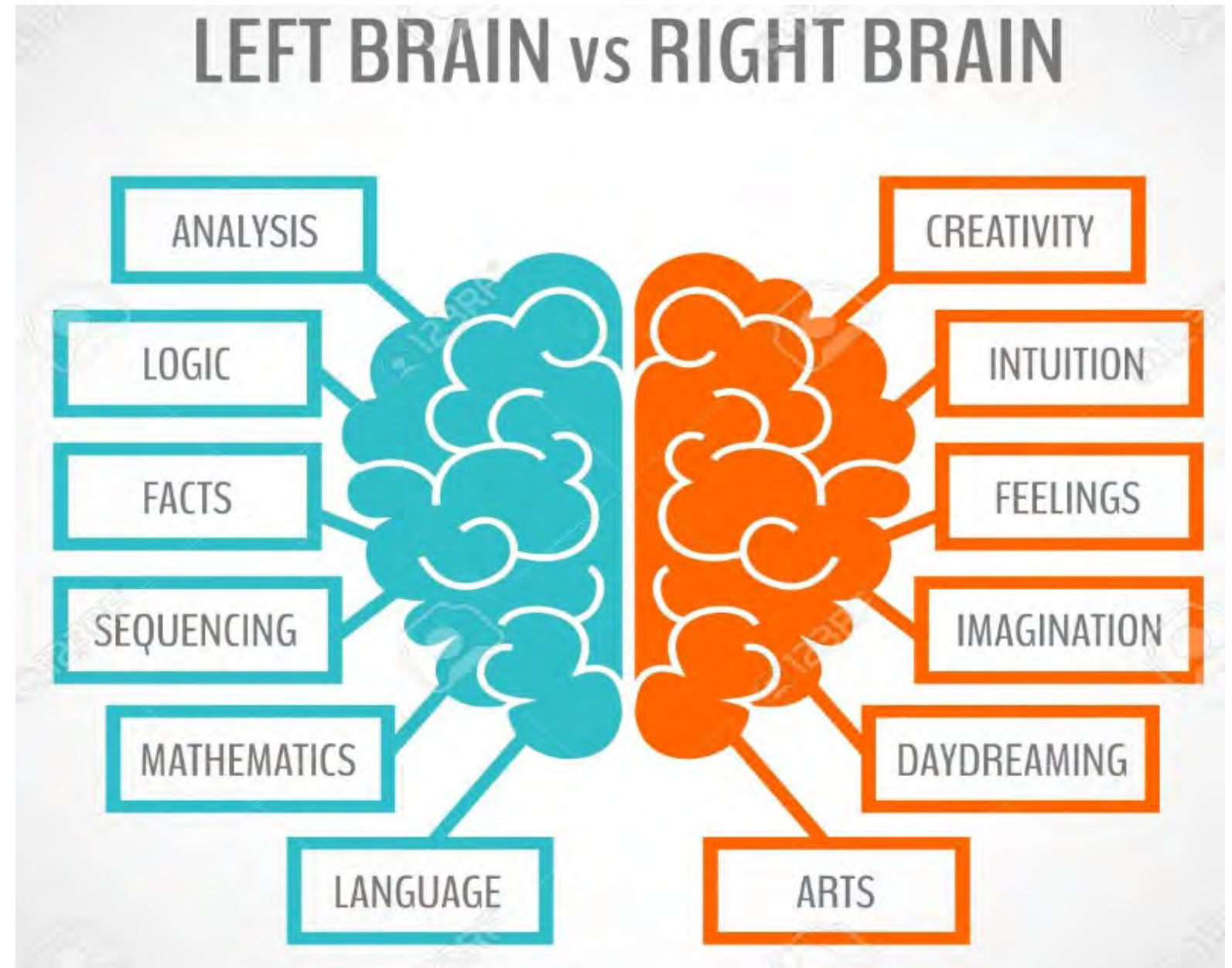
Reinventing the way
stories are told

<https://www.youtube.com/watch?v=AL-PAzrpqUQ>

Our Brain and Stories

A well told story engages many areas of the brain, including motor, sensory and frontal cortex. Other functions include:

- **Neural Coupling:** When the brain sees or hears a story, it's neurons fire in the same patterns as the speaker's brain.
- **Mirroring:** Allows a storyteller to relate personal experiences directly with the listener (will experience similar brain activity to each other and the speaker).



The Science Behind Storytelling

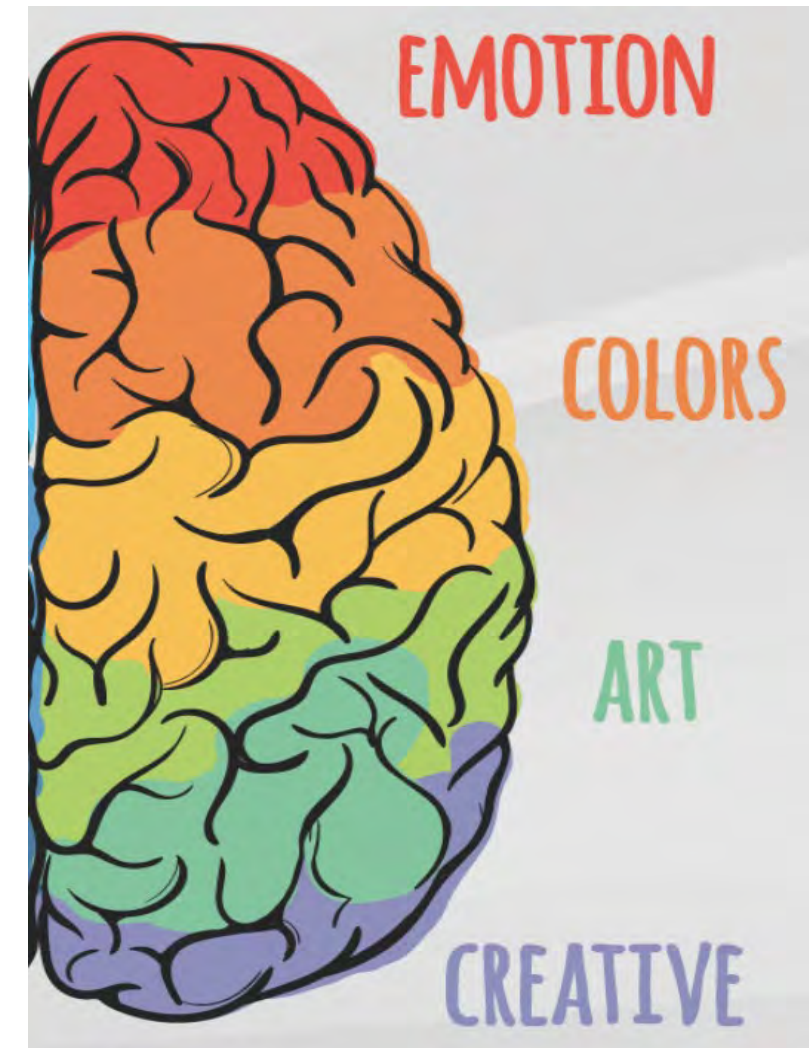


Character-driven stories cause the brain to produce oxytocin, which boosts empathy. Patients are also more likely to remember information presented to them in story form.

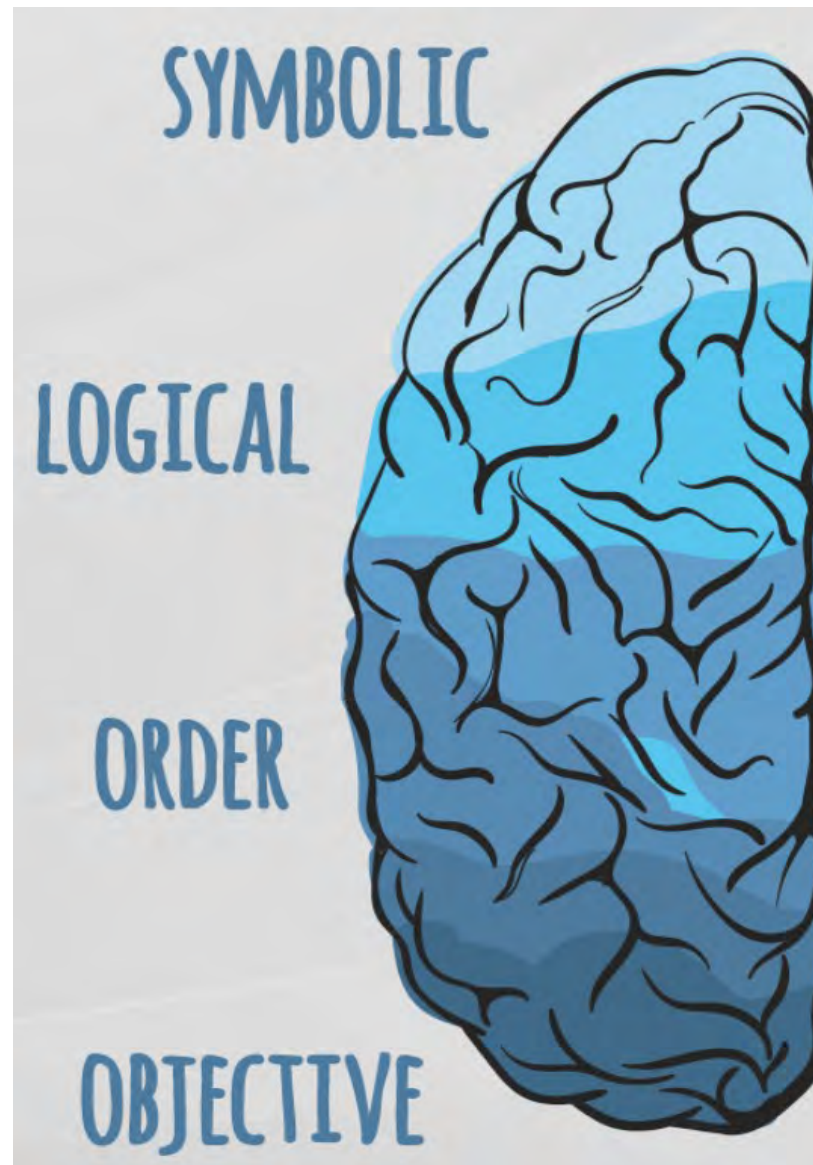
Right Brain Traits (Emotional Side)

According to the left-brain, right-brain dominance theory, the right side of the brain is best at expressive and creative tasks. Some of the abilities popularly associated with the right side of the brain include:

Expressing Emotions
Recognizing faces
Creating music
Reading emotions
Appreciating color
Using imagination
Being intuitive
Being creative



Left Brain Traits (Logical Side)



The left side of the brain is adept at tasks involving logic, language, and analytical thinking. The left brain is described as being better at:

Language
Logic
Critical thinking
Numbers
Reasoning



Are you Right or Left-Brain Dominant

Try This Quick Test

<https://youtu.be/jZ4Si5cbDC4>



Tips & Tricks to stimulate your brain

- Take daily walks and chat with patients, staff and colleagues.
- Spend some time each day reading, writing, or both.
- Never stop learning. Take a class, go to a lecture, or try to acquire a new skill.
- Complete challenging crossword and Sudoku puzzles.
- Play memory games, board games, card games and even video games with family and friends.
- Take on a new hobby that requires you to focus (learning a new language or musical instrument).
- Work on your logical side (if you're an emotional brain and visa versa).



Discover Storytelling in your Daily Work

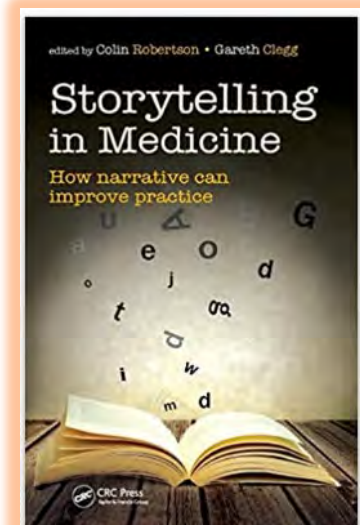
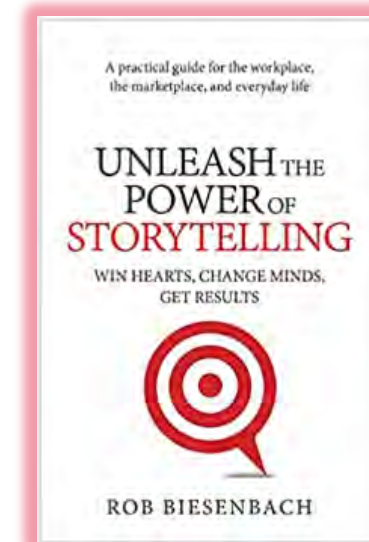
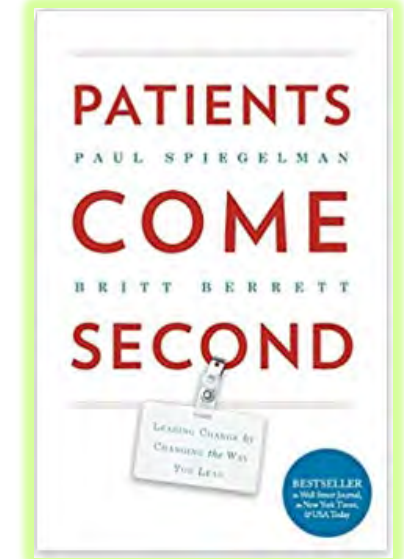
- Huddles / Meetings
 - Start each meeting with a brief story
- Capture your own Accomplishments
- Help Others become Storytellers
- Build a story library
- Answer "Tell me about Yourself"



Recommended Reads

Storytelling is by far the most underrated skill in business.

Gary Vaynerchuk



"Finding the Why"



Ernest Somers, Program Manager
SBMF Office of Patient Experience

Final Story

QUESTIONS?



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- Use the PXE link at the end of the evaluation to claim PXE credit at the Patient Experience Institute's PXE Portal.

Upcoming Events & Programs

WEBINARS

July 26 | Supporting Your Professional Patient Experience Journey

July 27 | Interconnectedness of the Human Experience: Building a Unified Vision for Healthcare Leadership

August 1 | Effectively Leveraging Patient Comments for Strategic Improvement

August 3 | 5 Things to Know About the Future of AI in Experience

August 17 | Elevating Experience

CONNECTION CALLS/PX CHATS

July 31 | Patient Advocacy Community Connection Call: Protecting Mental Health

August 11 | PX Chat: Lost Belongings

PROGRAMS

August 8-29 | CPXP Prep Course



Access our vast library
of on demand patient
experience webinars.

*Webinars are included in membership
with the Institute.*

Thank You

