



Walk This Way

Key Steps to an Effective
Patient Safety Culture

crico

What's Your Story?

The Power of Narrative

Tracy Granzkyk
MedStar



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Focused on You

Using Stories to Influence Change in Healthcare

Presenter: Tracy Granzyk MS, CPHQ
Director, MedStar Health Quality & Safety Innovation

Stories Influence & Inspire



June 23, 2014

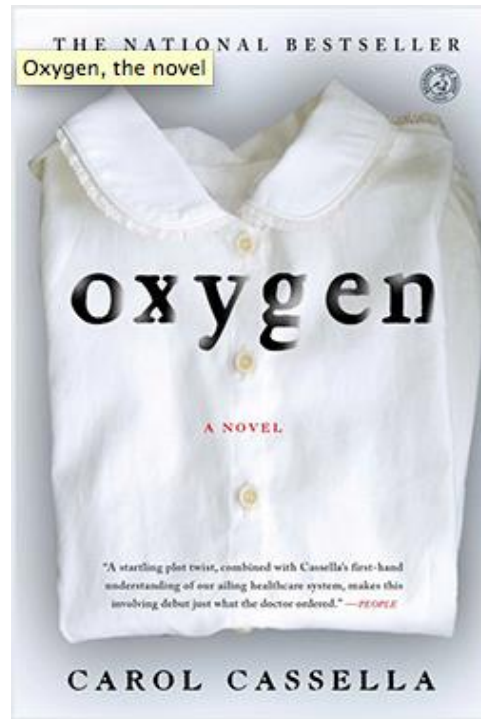
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How Stories Influence & Inspire



USA TODAY, "NEW VOICES," 7/31/2008

Why it's notable: Written by a practicing Seattle anesthesiologist, the novel goes inside the operating room to describe hospital hierarchies,... the relentless pressure for profits and the fear of malpractice suits.



3 Goals and a Challenge

Goal #1: Share examples of the power stories hold

Goal #2: Share the science behind story

Goal #3: Share ways to use stories in healthcare

Challenge: Commit to honoring patient and caregiver stories through action

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Before we start...

- Close your eyes
- Think about your favorite story
 - Book, Movie, Play
- Jot it down

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How Powerful Are Stories?



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“We’re going to sell Jack like soap flakes!” Joseph P. Kennedy



The War of the Worlds 1938 Original Broadcast by HumbleAntagonist



The War of the Worlds, Mercury Theatre on the Air, 1938 Original B...

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Character Archetypes - Intro

- The Hero – Luke
- The Mentor/Sage – Obi Wan
- The Villain/Shadow – Darth Vader
- The Shapeshifter/Rogue – Han Solo
- The Trickster/Jester/Fool – C3PO

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Power of Story in Healthcare...but We Have Research!

- Back surgery vs non-surgical treatment²
- HRT for menopausal women³
- Vitamin E to reduce heart disease risk³
- Coronary stents to prevent heart attacks³
- Leeching
- Lobotomies

¹ Chen ZM et al, Lancet Nov 5, 2005. ²Deyo et al, NEJM, Feb 12, 2004. (via <http://well.blogs.nytimes.com/2009/04/02/the-ideology-of-health-care/>)

³<http://www.theatlantic.com/magazine/archive/2010/11/lies-damned-lies-and-medical-science/308269/>)



Why Are We So Ready to Believe Stories?



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Jonathan Gottschall PhD



Gottschall, J. (2012) *The Storytelling Animal*

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Jonathan Gottschall on Story

- Past few decades, psychologists have studied how stories affect the mind
- Results show good stories--in classic story structure--can infect minds with ideas, attitudes that spread
- Stories can slide past our resistance
- Fiction more effective at changing beliefs than persuasive argument and evidence

Gottschall, J. (2012) *The Storytelling Animal*.

Gottschall, J. (2013). Infecting An Audience: Why Good Stories Spread. *Fast Company*

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The Power of Myth

- Bill Moyers & Joseph Campbell Series:
[The Power of Myth: The First Storytellers](#)

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Character Archetypes

- Reflections of us, our environment
- Symbols, themes, character-types that recur throughout time & place in literature
- Children's Fairytales
- Help us understand life

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Character Archetypes in Culture

- Come to life in culture

Archetypal images signal the fulfillment of basic human desires and motivations, and release deep emotions and yearning.

Hartwell EP & Chen JC. *Archetypes in Branding: A Toolkit for Creatives and Strategists*. How Books, Blue Ash, OH, 2012.

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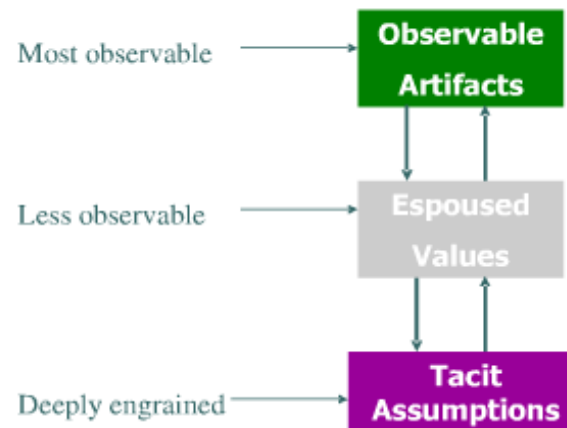
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Character Archetypes in Culture



Schein's 3 Levels of Org Culture



Source: Adapted from E H Schein, *Organizational Culture and Leadership*, 2nd ed (San Francisco: Jossey-Bass, 1992), p 17.

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Robert S. Reid & John B. Hatch

11/17/2011

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Character Archetypes in Culture

Tacit assumptions

- Influence & drive observable behavior/culture
- Unconscious
- Ultimate source of values/action
- Beliefs
- Archetypes active underneath observable behavior

Observable
Artifacts

Espoused
Values

Tacit
Assumptions

Hartwell EP & Chen JC. *Archetypes in Branding: A Toolkit for Creatives and Strategists*. How Books, Blue Ash, OH, 2012.

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Stories as Dress Rehearsal

- Learn from others in real life or fiction
- Avoid same mistakes or emulate action
 - I'll have what she's having (or I won't!)
- Stay safe
 - Kids learning





Dress Rehearsal #1

What's the worst thing that could happen if I had an affair while my wife and daughter were out of town?

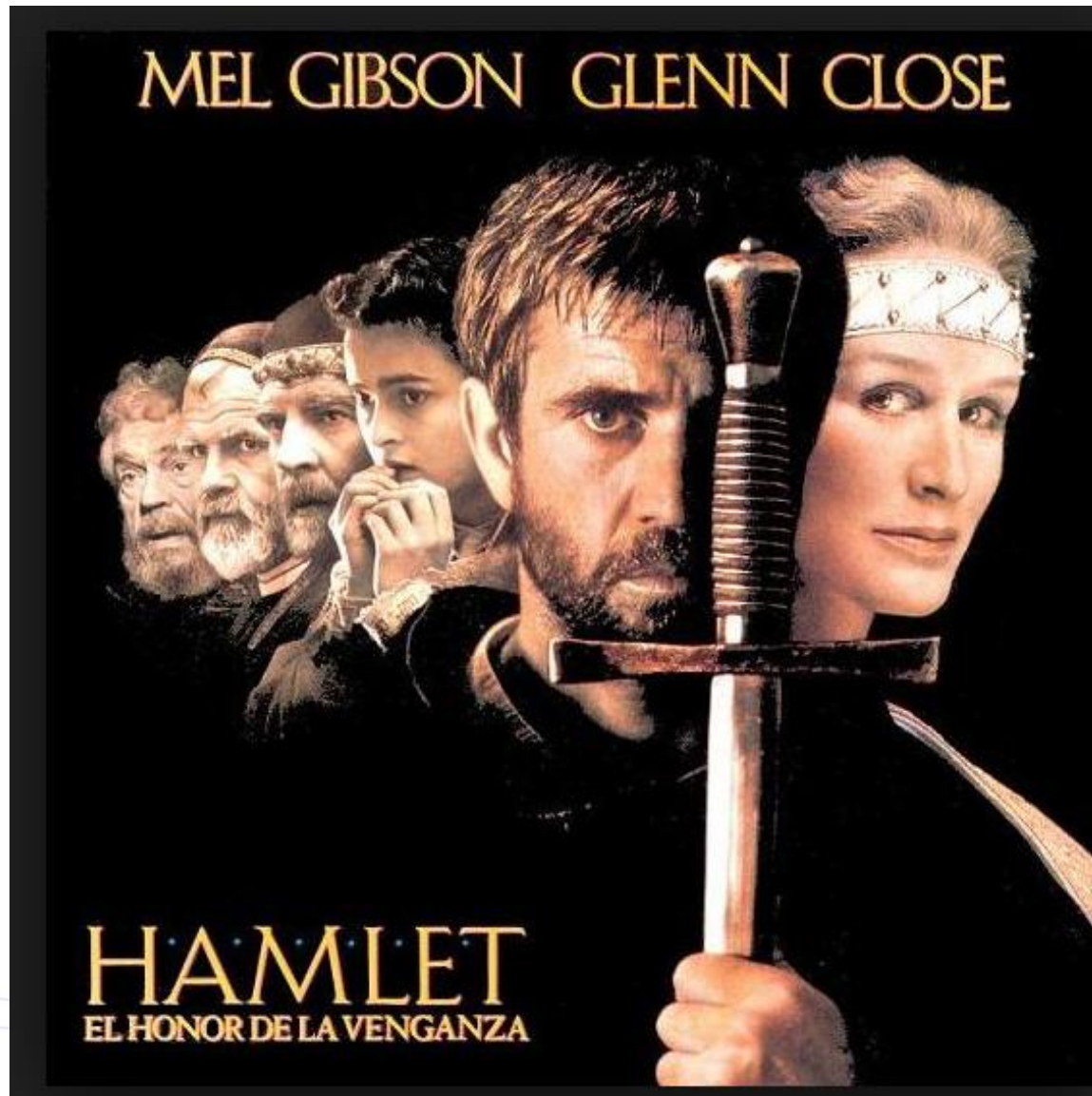
L. Cron. *Wired for Story*



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Dress Rehearsal #2

- Action and inaction
- Human passion is paradoxical
- Importance of good character & moral choices
- Devotion to family is universally respected
- Trust
- How to act in a socially complex world





Dress Rehearsal #3

- Power of friendship
- Acceptance of those not like us
- Open to learning



Share Your Favorite Story

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The Science Behind Story

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Culturally Appropriate Storytelling to Improve Blood Pressure

A Randomized Trial

Thomas K. Houston, MD, MPH; Jeroan J. Allison, MD, MSc; Marc Sussman, MHA; Wendy Horn, PhD; Cheryl L. Holt, PhD; John Trobaugh, MFA; Maribel Salas, MD, PhD; Maria Plsu, PhD; Yendelela L. Cuffee, MPH; Damien Larkin, MA; Sharina D. Person, PhD; Bruce Barton, PhD; Catarina I. Kiefe, PhD, MD; and Sandra Hullett, MD, MPH

Background: Storytelling is emerging as a powerful tool for health promotion in vulnerable populations. However, these interventions remain largely untested in rigorous studies.

Objective: To test an interactive storytelling intervention involving DVDs.

Design: Randomized, controlled trial in which comparison patients received an attention control DVD. Separate random assignments were performed for patients with controlled or uncontrolled hypertension. (ClinicalTrials.gov registration number: NCT00875225)

Setting: An inner-city safety-net clinic in the southern United States.

Patients: 230 African Americans with hypertension.

Intervention: 3 DVDs that contained patient stories. Storytellers were drawn from the patient population.

Measurements: The outcomes were differential change in blood pressure for patients in the intervention versus the comparison group at baseline, 3 months, and 6 to 9 months.

Results: 299 African American patients were randomly assigned between December 2007 and May 2008 and 76.9% were retained

throughout the study. Most patients (71.4%) were women, and the mean age was 53.7 years. Baseline mean systolic and diastolic pressures were similar in both groups. Among patients with baseline uncontrolled hypertension, reduction favored the intervention group at 3 months for both systolic (11.21 mm Hg [95% CI, 2.51 to 19.9 mm Hg]; $P = 0.012$) and diastolic (6.43 mm Hg [CI, 1.49 to 11.45 mm Hg]; $P = 0.012$) blood pressures. Patients with baseline controlled hypertension did not significantly differ over time between study groups. Blood pressure subsequently increased for both groups, but between-group differences remained relatively constant.

Limitation: This was a single-site study with 23% loss to follow-up and only 6 months of follow-up.

Conclusion: The storytelling intervention produced substantial and significant improvements in blood pressure for patients with baseline uncontrolled hypertension.

Primary Funding Source: Finding Answers: Disparities Research for Change, a national program of the Robert Wood Johnson Foundation.

Ann Intern Med. 2011;154:77-84.

For author affiliations, see end of text.

www.annals.org

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Purpose:

- To test an interactive storytelling intervention to control hypertension in a vulnerable population

Houston, TK, Allison, JJ, Sussman, M, Horn, W et al. (2011). *Annals of Int Med*, Vol 154, No. 2, 77-84.

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Purpose based on research showing:

...stories can help listeners make meaning of their lives

...listeners may be influenced if they actively engage in a story, identify with storyteller & picture themselves in the action

...narrative communication can break down cognitive resistance to behavior change messages...

Houston, TK, Allison, JJ, Sussman, M, Horn, W et al. (2011). *Annals of Int Med*, Vol 154, No. 2, 77-84.

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Results:

- Storytelling intervention produced significant improvements in blood pressure for patients with uncontrolled hypertension

Houston, TK, Allison, JJ, Sussman, M, Horn, W et al. (2011). *Annals of Int Med*, Vol 154, No. 2, 77-84.

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Conclusion:

...our intervention produced greater changes than many behavioral interventions and performed similarly to non-pharmaceutical and pharmaceutical interventions

...Storytelling can change attitudes and behavior by decreasing cognitive resistance...

Houston, TK, Allison, JJ, Sussman, M, Horn, W et al. (2011). *Annals of Int Med*, Vol 154, No. 2, 77-84.

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Understanding Narrative Effects: The Impact of Breast Cancer Survivor Stories on Message Processing, Attitudes, and Beliefs Among African American Women

Amy McQueen, Matthew W. Kreuter, Bindu Kalesan, and Kassandra I. Alcaraz
Washington University in St. Louis

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Purpose:

- Examine effects of personal narratives on mammography & breast cancer vs. traditional informational approach
- Explore narrative effects that could enhance health behavior
- 4 Hypotheses based on narrative direct/indirect effect on cognition, affect, message processing & behavior

McQueen, A, Kreuter, MW, Kalesan, B and Kassandra, IA. (2011). *Health Psychology*, Vol 30, No. 6, 674-682.



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Purpose based on:

...engagement, absorption, and transportation are three terms often used to reflect cognitive and affective immersion in a story...

...engagement can occur despite beliefs and depends on plot structure and character identification...

...emotions affect what people notice and remember...evoke physiological reactions...narratives may evoke more empathy

McQueen, A, Kreuter, MW, Kalesan, B and Kassandra, IA. (2011). *Health Psychology*, Vol 30, No. 6, 674-682.



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Results:

Narrative intervention resulted in...

1. Stronger cognitive and affective responses
2. Influenced message processing & behavioral correlates
3. Reduction in Counterarguing
4. Increase in Cognitive rehearsal
5. May ↑ acceptance and motivation to act on health information in populations most adversely affected by cancer disparities

McQueen, A, Kreuter, MW, Kalesan, B and Kassandra, IA. (2011). *Health Psychology*, Vol 30, No. 6, 674-682.



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Conclusions:

...narratives have several unique advantages over traditional informational approach and are likely to enhance health communication for cancer prevention and control...

McQueen, A, Kreuter, MW, Kalesan, B and Kassandra, IA. (2011). *Health Psychology*, Vol 30, No. 6, 674-682.



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Narrative Communication in Cancer Prevention and Control: A Framework to Guide Research and Application

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Sabra Woolley, Ph.D.

Health Communication and Informatics Research Branch, Division of Cancer Control and Population Sciences, National Cancer Institute

Purpose :

- Stimulate critical thinking around use of narrative in cancer communication
- Promote focused, systematic research to understand narrative effect
- Discuss narrative capabilities on:
 1. Overcoming resistance
 2. Facilitation of information processing
 3. Provide surrogate social connections
 4. Addressing emotional and existential issues

Kreuter, MW, Green, M, Cappella, J, Slater M et al. (2007). *Annals of Behav Med*, 33(3):221-235.

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Purpose based on:

...the promise and appeal of narrative lies in its familiarity as a basic mode of human interaction

...people communicate with one another and learn about the world around them largely through stories...

....can be a powerful means of influencing behavior

...will be useful to have additional research...

Kreuter, MW, Green, M, Cappella, J, Slater M et al. (2007). *Annals of Behav Med*, 33(3):221-235.

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TABLE 1
Typology of Narrative Communication Capabilities Applied Across the Cancer Control Continuum

<i>Narrative Capabilities</i>	<i>Stages of the Cancer Control Continuum</i>				
	<i>Prediagnosis</i>		<i>Postdiagnosis</i>		
	<i>Prevention</i>	<i>Detection</i>	<i>Diagnosis</i>	<i>Treatment</i>	<i>Survivorship</i>
Overcoming resistance to cancer prevention behaviors, screening, and messages	✓	✓			
Facilitating processing of cancer prevention and control information	✓	✓	✓	✓	✓
Providing surrogate social connections to support cancer prevention and control			✓	✓	✓
Representing emotional and existential issues related to cancer prevention and control			✓	✓	✓



Conclusions:

- Narrative may be well suited to address cancer prevention and control objectives by:
 1. Overcoming resistance
 2. Facilitating message processing
 3. Providing social connections
 4. Representing related emotional/existential issues to cancer diagnosis

Kreuter, MW, Green, M, Cappella, J, Slater M et al. (2007). *Annals of Behav Med*, 33(3):221-235.

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Conclusions:

- Narrative may be unnecessary or inappropriate for certain communication objectives, obscure health messages & may be difficult to create
- Use of narrative in cancer promising and growing but still much to learn

Kreuter, MW, Green, M, Cappella, J, Slater M et al. (2007). *Annals of Behav Med*, 33(3):221-235.

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fMRI Studies

- Viewers' brains “catch” emotions of characters on screen or page
 - The Good, the Bad and the Ugly at Dartmouth lab
- Anterior insula (seat of disgust) lit up when viewing short, disgusting clips
 - Mbemba Jabbi's lab at NIMH
- Neurons fire as if we were:
 - Making *Sophie's Choice*
 - Stalked by *Jason*
 - Landing on the beach at Normandy

Gottschall, J. (2012) *The Storytelling Animal*

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Why Do Observed Experiences Feel Real?

- Specific areas light up when we perform a task, or experience joy, sorrow, anger.
- Similar areas are recruited when observing another perform similar actions or go through similar emotions.
- 'Shared circuits' transform what we see into what *we would have done or felt*.
- We are wired to understand others--



Stories Can Activate & Rewire the Brain

- Trigger neurotransmitters that keep us turning the page, watching the screen
- Activate motor, touch, taste & olfactory neurons
- Create empathy

Cron, L. (2012) *Wired for Story*.
Paul, AM (2013) *The New York Times*.



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Dramatic Stories Can Change Behavior by Changing Brain Chemistry

- Paul Zak's Lab looked at the effect of story on neurochemistry



Zak, P., et al. <https://www.youtube.com/watch?v=DHeqQAKHh3M>

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Zak's Research

- Asked subjects to watch story of Dad and 2-year old son dealing with cancer
- Took blood samples before/after story
- Asked subjects to donate money
- Looked at story structure effect on neurochemistry
- Found...

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2 PRIMARY emotions
were elicited

Distress

Empathy

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CORTISOL

Focuses our Attention

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Oxytocin

CARE, CONNECTION, EMPATHY

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Oxytocin
+
Cortisol

Donated
Money
to charity



Future of
StoryTelling



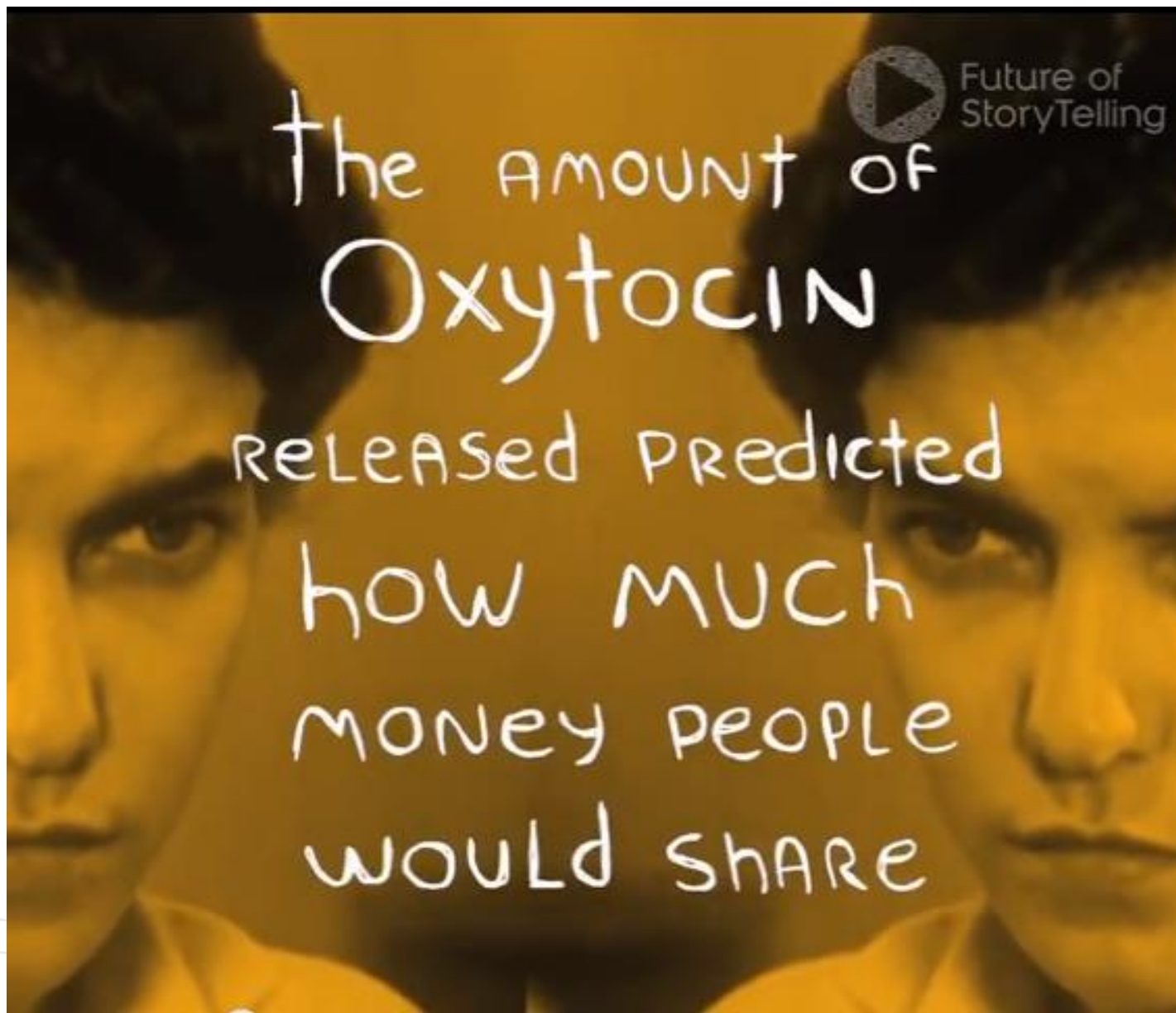
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the amount of
Oxytocin
released predicted
how much
money people
would share

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CHANGING behavior by changing OUR BRAIN Chemistry

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Oxytocin
Areas

make us
Feel empathy

THEORY
of MIND

understanding of what
others are doing

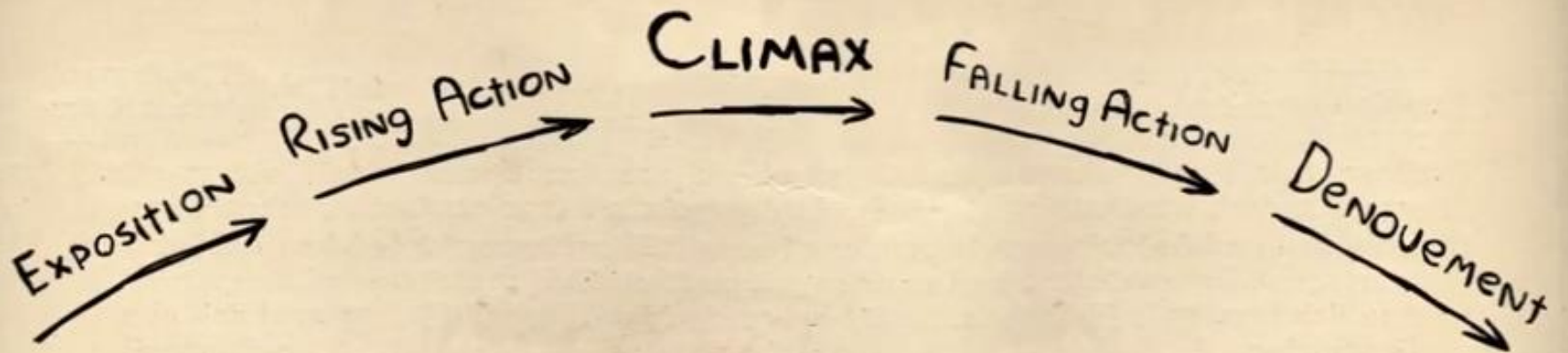
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How Stories Are Being Used to Inspire Behavior Change

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In Business

- Meaningful brand identity
- Sharing not telling





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In Business

- Inspiring innovation





Future of StoryTelling

REINVENTING THE WAY STORIES ARE TOLD

OCTOBER 1 & 2, 2014 • NEW YORK CITY

[REGISTER](#)[SUMMIT](#)[BLOG](#)[VIDEO](#)

About The Future of Storytelling



Stories will never die, but the ways we tell them are changing.

The Future of StoryTelling summit (FoST) was founded on the belief that stories—in the broadest sense of the word—shape the meaning and momentum of everyday life.

FoST brings together top executives, creative talent, and technologists with the vision and influence to change the way that stories will be told tomorrow and beyond. As technologies continue to evolve, how will we create, share, and experience the most fundamental unit of human culture—the story?



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Educate the Young

And on occasion...regulate the old.

The Future of Storytelling: The Influence of Fiction on Science

Posted: January 9, 2014 | Author: Tracy Granzky MS | Filed under: Education Technology, Healthcare Innovation, Leadership, Storytelling | Tags: Google, Google hangout, Jon Favreau, Robert Wong, Science, Star Trek, Stephen Spielberg, Storytelling | Modify: Edit | Leave a comment

What do Star Trek, Motorola, Stephen Spielberg, Minority Report, Raytheon, @ElonMusk, @JonFavreau, and Iron Man (the movie) have in common? All are examples of how science can influence fiction, and fiction can influence science.

@RobertWong, a graphic designer by training and a driving force behind Google Creative Labs, tells the story of how art, technology & design lovers come together with engineering experts to create the future. Think Google Glass, cell phones, tricorders and more—What a way to kick off 2014!

For those interested, Wong also hosts a Future of Storytelling Virtual Roundtable Speaker Series weekly on Wednesdays, 12:30pm ET. Click [here](#) for more information.



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www.educatetheyoung.wordpress.com

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In Healthcare

- Red Cross



How Stories Are Being Used to Teach and Inspire Culture Change

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Health Communication

This Just In...



This Just In... reports are a quick summary of new health marketing and communication research and trends. These brief “nuggets” spotlight new findings with communication practice implications for CDC and its public health partners.

Brought to you by the Marketing and Communication Strategy Branch in the Division of Health Communication and Marketing, National Center for Health Marketing, Centers for Disease Control and Prevention (CDC).

A broader analysis of three years of top ten prime time television shows indicates nearly six in ten episodes featured a health storyline.

Research objective: The Kaiser Family Foundation and the USC Annenberg Norman Lear Center's Hollywood, Health & Society examined three seasons (2004-2006) of top-ten-rated prime time scripted shows to measure the prevalence of health content on entertainment shows and to categorize the type of health content on prime time television.

Methods: To assess the frequency and type of health content found on TV, every episode of the top 10 prime time shows among 18-49 year olds for Nielsen's General Audience from the spring seasons of 2004, 2005, and 2006 were recorded and content analyzed. In the end, a total of 723 hours of television content were analyzed for the study, including 947 episodes across 33 different series.

Findings: Viewers who tuned in to the top-rated entertainment shows on TV over the past several years were treated to a wealth of storylines concerning health and health care—an average of one and a half health-related storylines per episode. Most included at least a moderate amount of educational content on the health topic (61%), and many included strong educational content (32%).

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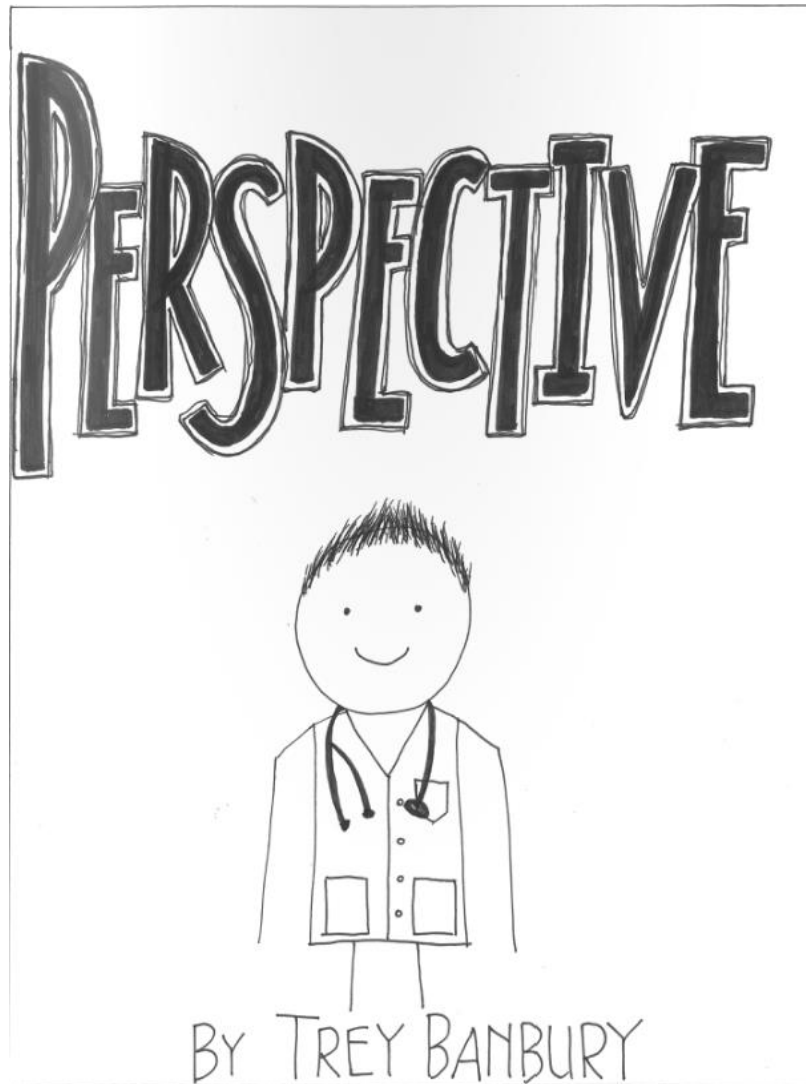
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Medical Humanities Programs

- To reconnect medical education with the humanity of medicine
- Penn State
 - “TimeSlips” narratives with students and dementia patients
 - Graphic narratives creation





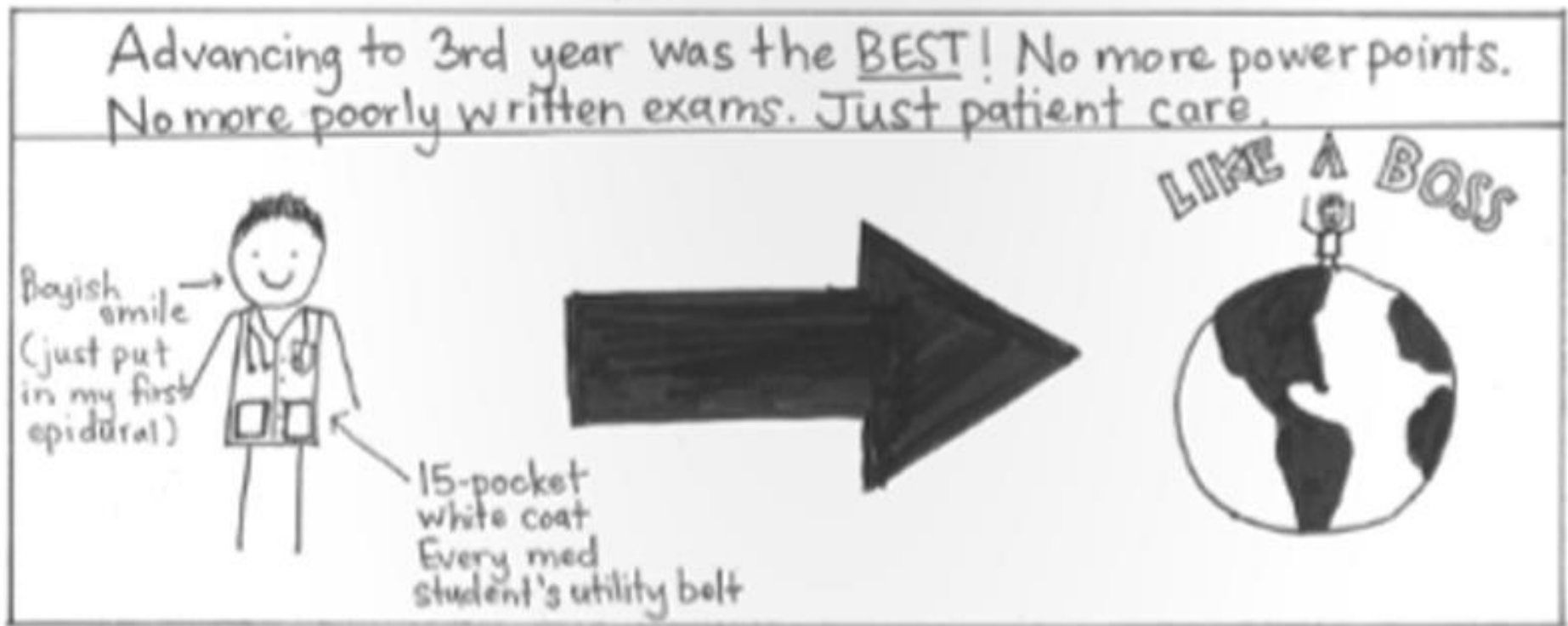
Perspectives by Trey Banbury, M2, Penn State Medical College

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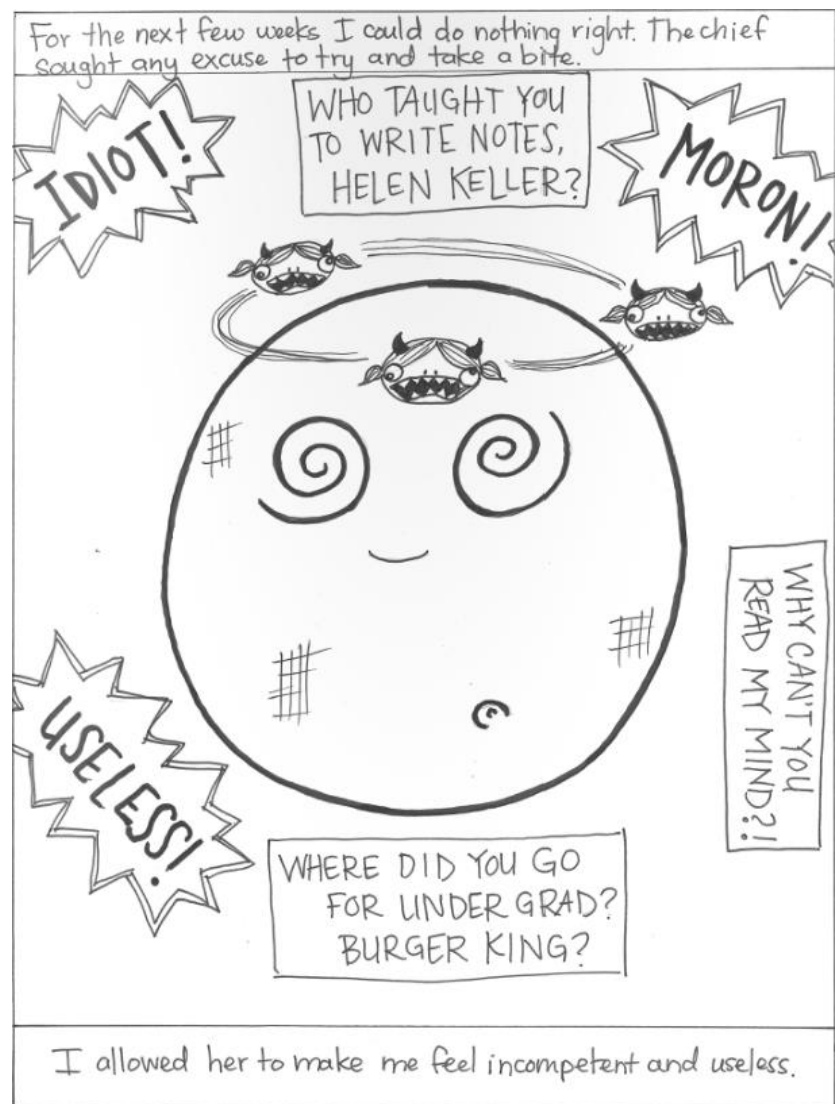
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Perspectives by Trey Banbury, M2, Penn State Medical College



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A drawing of a girl's face with pigtails, surrounded by the word "WHY" repeated multiple times.

2500 mi
Hometown Hershey

Bye bye Rockies!

Peace out Family!

From horrible to vulnerable

Rocky marriage

Fear of aging

Financial troubles

Substance abuse

Repressed childhood issues

The important thing is to choose to see each other as we truly are — human beings.

Narrative Medicine Programs

- Columbia University – Rita Charon MD, PhD
- Georgetown University – Margaret Cary MD
- Reflective Writing
 - To make sense of medical education
 - The healthcare environment



Sharing the Healthcare Experience

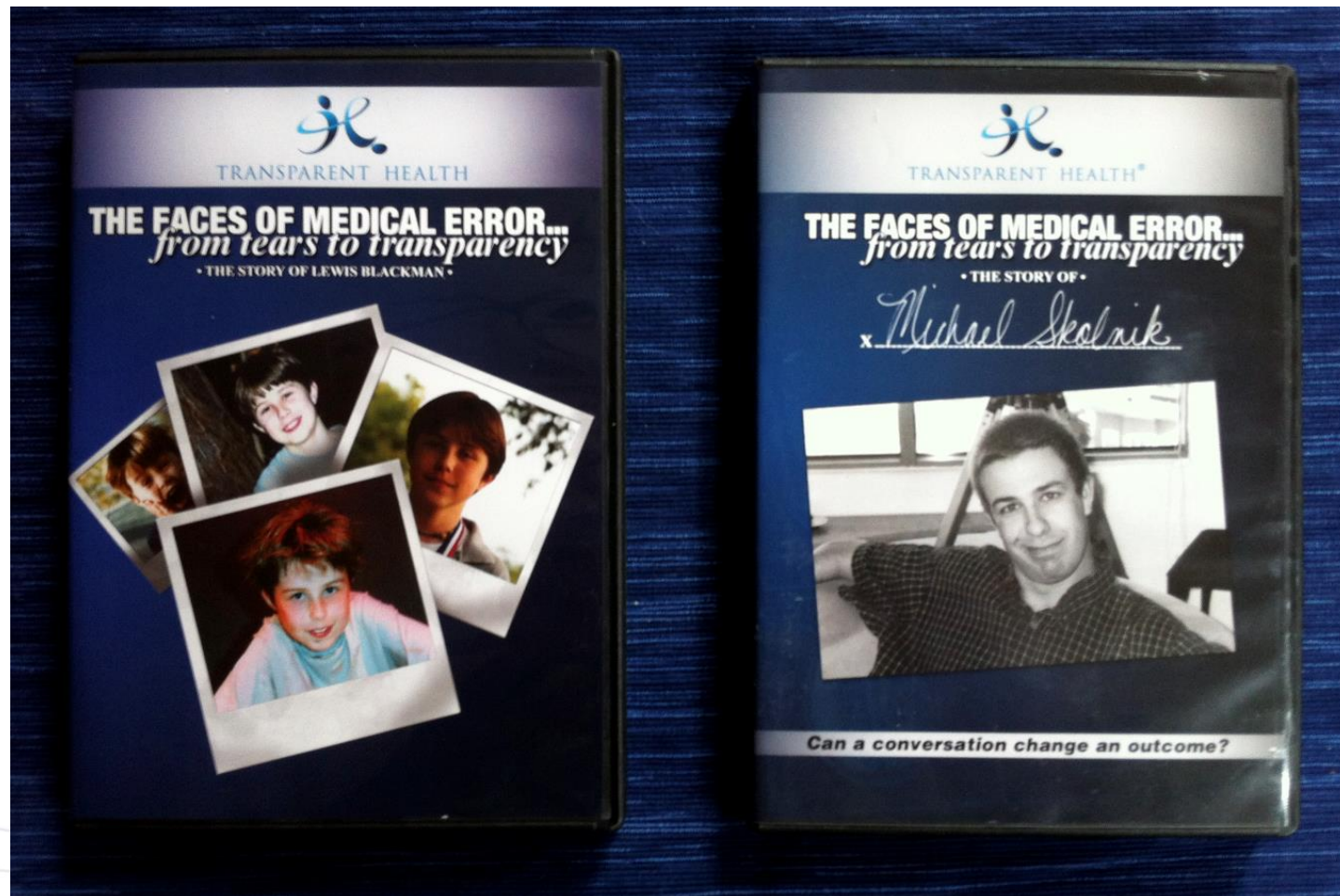
- Tina Campbell

The screenshot shows the RealTimeHealth website interface. At the top, there is a navigation bar with links: HOME, NEWS, ENDORSEMENTS, FAQ, DVD SALES, ABOUT US, APPS. On the right, there are links for LOGIN and SIGNUP, and a search bar with a SEARCH button. The main header features the RealTimeHealth logo with the tagline 'The Digital Health Network' and a background image of a couple looking out at the ocean. Below the header, on the left, is a sidebar with the text 'RealTime Health: Your trusted source of patient and carer experiences.' and two expandable menu items: '+ USA Programs' and '+ Asia Programs'. A third menu item, '- Speaking From Experience', is currently expanded, showing a disclaimer: 'This information is a guide only and should not be relied on as a substitute for professional medical advice.' The main content area is titled 'Speaking From Experience' and features a large video player with the RealTimeHealth logo. Below the video player, there is a link: 'Click on the Animations tab to view 3D medical animations about this illness.' At the bottom, there are two tabs: 'Animations' and 'Experiences'. Under the 'Experiences' tab, there are four video thumbnails with titles and descriptions: 'Shit happens' (Clip 1 of 10: Living with HIV/AIDS, 1:55 min 3 MB), 'You're positive' (Clip 2 of 10: Living with HIV/AIDS, 3:50 min 6 MB), 'Telling others' (Clip 3 of 10: Living with HIV/AIDS, 5:50 min 9 MB), and 'Change for life' (Clip 4 of 10: Living with HIV/AIDS, 2:44 min 4.3 MB).



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Good Catch Program at MedStar

- Recognizing stories from the front lines of care
- To embolden a learning culture
- To encourage transparency
- For Safety Moments
- Response is overwhelming

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Why Embrace Story in Healthcare Work?

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Stories...

- Level the playing field between provider & patient
- Connect us with our humanity
- Ground us in who we are
- Define where we're heading
- Expand or limit our destiny
- Teach us about the world



Learning to Tell Good Stories is Easy...

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Learning to Tell Good Stories is Easy..



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Learning to Tell Good Stories is Easy...

- Care
- Know your audience
 - Understand what is significant to others & why
- Take a writing and/or video production class
 - Mediabistro
 - Story Studio-like
 - MOOC

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Where to Use Stories in Healthcare?

- Move an initiative forward
- Inspire those you lead
- Reduce fear / Lower anxiety
- Elevate another
- Understand what successful treatment means
- Influence treatment adherence
- Change culture

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How to Find Your Story

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Storytelling for Change Practice

- Break up into groups of 3-5 (5-10 min)
- Discuss a healthcare story that...
 - Touched your heart
 - Changed the way you do something
- Discuss with group
 - Why did the story touch you?
 - Was there a hero? Why?
 - Did you share this story with a colleague?
 - Why/why not?

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FEEDBACK!

1. What did you enjoy about today's presentation?
2. What was your biggest takeaway?
3. What can I improve?

Please send replies to: tgranz24@yahoo.com

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Please reach out, share your story or ask a question!

tgranz24@yahoo.com

@tgranz

www.educatetheyoung.wordpress.com

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