PFE Series: “What Matters To You?”
Webinar 4: Tell the Story

January 7, 2019
12pm – 1pm CT
Welcome and Introductions
Megan McVane, LCSW
Performance Improvement Coach, AHA
Introduce Yourselves

Please use the CHAT to tell us:

- Name
- Hospital/Allied Association
- City, State
Agenda

- Welcome and Introductions
- What Matters To You: Tell the Story
- Stories from the Field: Nebraska and New Hampshire
- Discussion and Series Wrap-Up
- Bringing It Home: Commitments and Next Steps
Your HRET HIIN PFE Team

Tara Bristol Rouse, MA, CPHQ, CPXP, BCPA
Patient and Family Engagement Project Consultant
AHA

Martha Hayward
Patient and Family Engagement Subject Matter Expert
The “What Matters To You?” Series

✓ Receive
✓ Record
✓ Respect
✓ Tell the Story
Tell the Story
Martha Hayward
PFE Subject Matter Expert
The voyage of discovery is not in seeking new landscapes but in having new eyes.

Marcel Proust
Why We Tell Stories

- Connect to process
- Engage head and heart
- Enable empathy
- Return to ‘why’
- Demonstrate the humanity of our work
- Reflect culture
- Provide context
From: Karen

He's out and taken to post anesthesia recovery unit. Dr said it went really well, then said bunch of stuff I didn't understand! But that he was very pleased!

CB: [Redacted]

Erase  REPLY  Options
Essentials

- Authentic
- Personal
- Have reverence
- Specific to time and place
- A patient story is in the voice and perspective of the patient - otherwise it is a doctor’s story about a patient

- Remember/Record/Connect
  - Honor the subject
  - Cultures die when they lose their story
  - Learning from past and present
At Every Level

- Patient/Family
  - About You
  - What Matters to You?
  - Partnership

- Leadership/Organizational
  - Demonstrates priorities and values and impact
  - Culture

- Staff
  - Connect to “why am I here?”
  - Demonstrates the way
  - Connects us to each other

- Community
  - Changing the relationship with users – People will tell stories about their experience. What stories do you want them to tell?
Workload of Cristin Lind (Mother of a Child with Special Needs)
Stories not only teach us how to act – they inspire us to act.

Marshall Ganz
Stories from the Field: Nebraska
Tara Bristol Rouse, MA, CPHQ, CPX PX, BCPA
PFE Project Consultant, AHA
Our Hospital

• 24 bed Critical Access Hospital in Crete, NE
  – Surgeries
  – Deliveries
  – Emergency Care
  – Inpatient
  – Skilled Rehab
  – Outpatient Specialty Clinic

• Three rural health clinics that service Crete, NE, Wilber, NE, and Friend, NE.
A Little About Me

• I have been a nurse for 9 years
• I have three crazy busy children
• I am married to a dairy farmer
• I **used** to like to run, until I realize this is what I looked like...
Using Patient Stories to Inspire Process Improvement and Everyday Excellence

- Patient Family Advisory Council
- Patient Comments and Feedback
- Board Involvement
- Building of a Culture of Gratitude
- Using Service Recovery to Build a Patient’s Story
Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow.

~Melody Beattie
Stories from the Field: New Hampshire
Tara Bristol Rouse, MA, CPHQ, CPX PX, BCPA
PFE Project Consultant, AHA
Stories

Tanya Lord PhD, MPH
Director, Patient and Family Engagement
Foundation for Healthy Communities
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“Facts bring us to knowledge, but stories lead to wisdom.”
— Rachel Naomi Remen, *Kitchen Table Wisdom: Stories That Heal*
Experienced Based Co-Design
Stories from NH Hospitals

https://www.dropbox.com/s/2ajcbfpyrnyde3h/Joanne%20Leach%2001.wmv?dl=0
https://www.dropbox.com/s/inuhlib2ybd9bg4/Sue%20Machos%20Final.wmv?dl=0
Resource: Building a Patient and Family Engagement Program

Discussion and Wrap-Up
Tara Bristol Rouse, MA, CPHQ, CPXP, BCPA
PFE Project Consultant, AHA

Martha Hayward
PFE Subject Matter Expert
In Your Hospital…

- How might you use stories in your work?
- What stories will you tell?
- How will you listen and find stories?
NEW HAMPSHIRE

Tanya Lord, PhD, MPH
Foundation for Healthy Communities

Karen McLaughlin
Catholic Medical Center

NEBRASKA

Kendra Brown, MSN, RN, PCCN
Kearney County Health Services

Tera Heidtbrink, BSN, RN, DNC
Crete Area Medical Center

Barbara Peterson, APRN, MSN, CPHQ
Great Plains Health

Luke Poore, MHA
Kearney County Health Services
Resources

- What Matters To You? – Scotland
  https://www.whatmatterstoyou.scot/

- IHI – What Matters To You?
  http://www.ihi.org/Topics/WhatMatters/Pages/default.aspx
WE ARE HERE TO HELP

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Martha Hayward
mhayward2@comcast.net
Bringing It Home
Megan McVane, LCSW
Performance Improvement Coach, AHA
## “What Matters To You?” - The Series

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<tr>
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<td>Tuesday, Jan. 7</td>
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<td>TODAY!</td>
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*Email with final recording will be sent*
THANK YOU!