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Delta Region Community Health
Systems Development (DRCHSD)
Program Communication Strategies
for Community Outreach and
Education Webinar Series

Part 8: What's Your 2021 Story? The Art of Storytelling



Delta Region Community Health System Development (DRCHSD) Program Supported By:



Delta Regional Authority

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**Brian Lani, Vice President of
Creative Services**
Legato Healthcare Marketing



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Agenda

- Why stories are so effective
- What makes up a good story?
- How the human brain experiences stories
- The importance of storytelling in healthcare communications
- How to develop a storytelling strategy
- A storytelling case study
- Storytelling during COVID-19
- Post webinar survey



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Pre-Poll

Q: How confident are you in your understanding of the importance of storytelling to create relatable content while educating, building confidence and humanizing your organization's image? (select one)

A woman and a young girl are lying inside a dark-colored tent on a patterned rug. The woman is holding an open book, and the girl is looking at it. The tent is decorated with string lights, and there are more string lights on the floor around the tent. The scene is dimly lit, creating a cozy atmosphere.

What do you think of when you think of storytelling?

Childhood story time
Campfires
Fairytale

A group of people are sitting in a circle, their hands raised in a gesture of connection or listening. The background is blurred, focusing attention on the hands and the text. The overall tone is warm and collaborative.

Stories are an important way to
connect with any audience

With family

With friends

With co-workers

With neighbors

With patients

A man with short dark hair and a light beard is sitting on a dark blue couch. He is wearing a blue and white plaid button-down shirt over a light blue t-shirt and grey sweatpants. He is holding a clear glass bowl of popcorn in his right hand. The background is a dimly lit room with a plant and a framed picture on the wall.

Stories are part of our daily life

TV

Movies

Books

Podcasts

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Why are stories so effective?

PEOPLE LIKE STORIES **BECAUSE...**

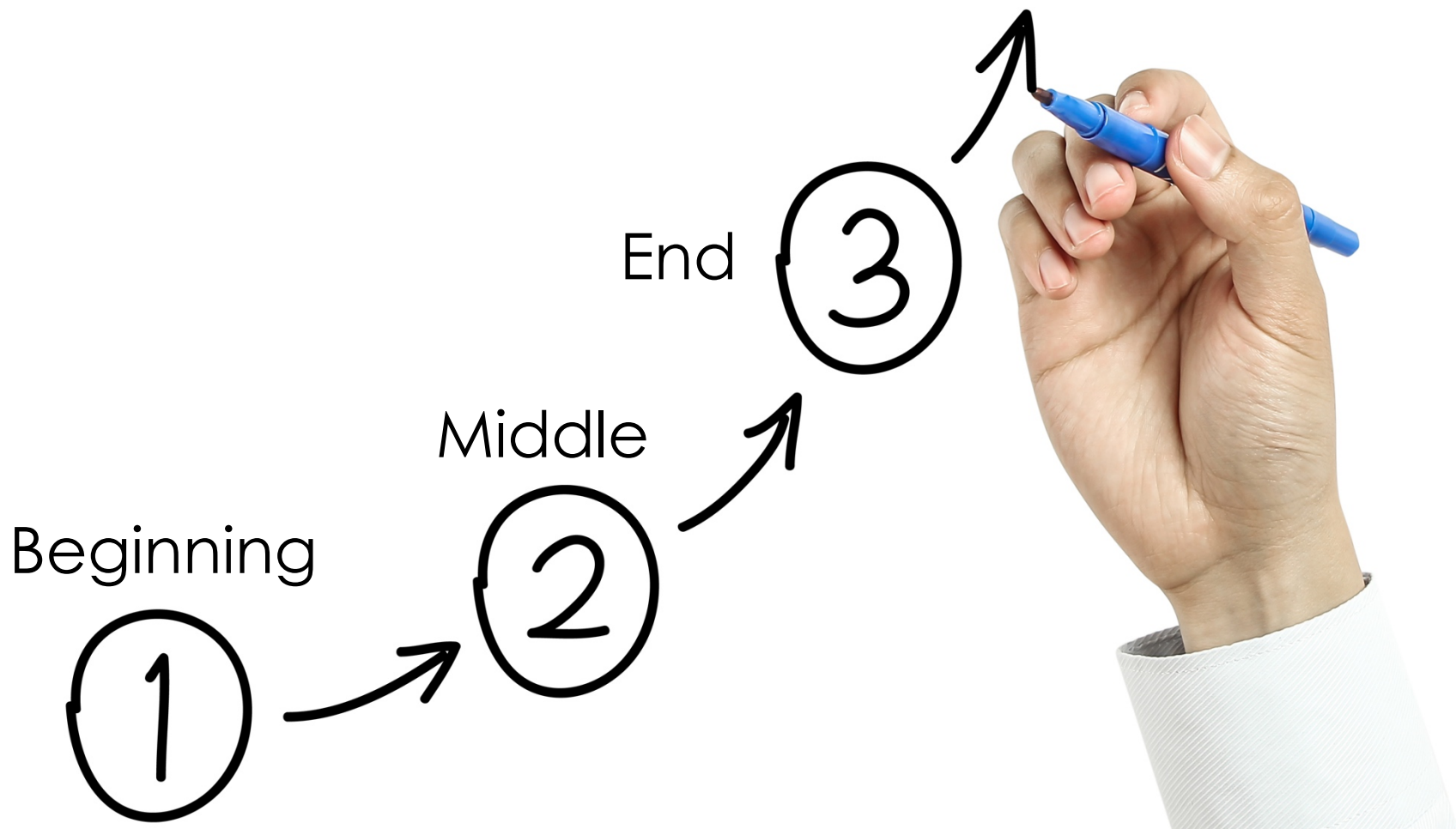
- They **entertain** us
- They **connect** with us
- They **teach us something**
(consciously or sub-consciously)
- They make us **feel good**
- They make us **think**
- They tap into other **emotions**
- They help us **make sense** of a chaotic world

Question

Q: What types of stories is your organization sharing internally and externally?

(Answer in chat box)

A GOOD STORY



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STORYTELLING = EFFECTIVE COMMUNICATIONS



Authentic

Relatable

Memorable



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THE HUMAN BRAIN UNDERSTANDS EXPERIENCES BETTER WHEN NARRATED IN THE FORM OF A STORY

- Information shared in a story is much **more memorable** than one presented through facts and points
- **Stories create compassion** making content more **relatable**



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Today healthcare
storytelling is more
important than ever to
humanize your image



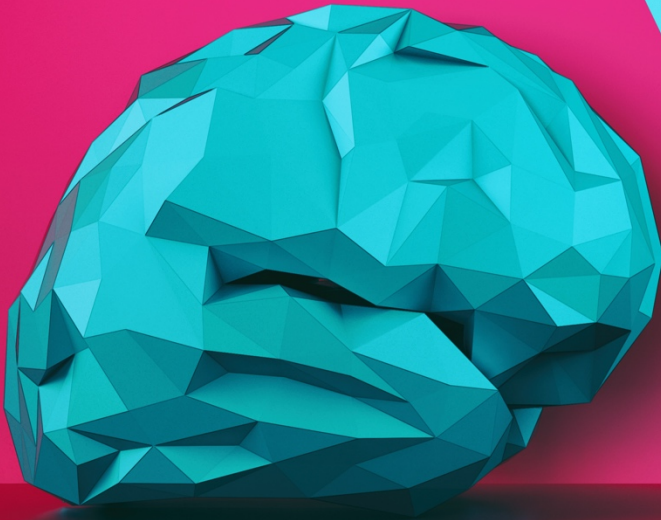
WHAT

vs.

WHY

JUST THE FACTS

- Services offered
- Physicians on staff
- Medical conditions
- Locations
- Medical terminology



THE POWER TO MOTIVATE

- Appreciate the patient's journey
- Create empathy
- Build relationships through trust
- Provide understanding through experience
- Follow care pathways
- Bring stories to life



New Story

Chapter One

WHERE DO YOU START?



WHO IS YOUR MAIN CHARACTER?

- It's **not a doctor** saying what they can do
- It's a person saying what a doctor/provider **has done for them**
- It's an employee sharing his or her "why"
- It puts you **in their shoes**
- It connects with you through **emotion and appreciation** for the human condition

THEIR STORIES CAN BE YOUR GREATEST ASSET

- Patient
- Caregiver
- Physicians
- Entire workforce
- Community members



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THE STORYTELLING PROCESS

- 1. Know your audience – who will benefit from it?**
- 2. Define the goal of your message**
- 3. Decide what kind of story you are telling**
 - Is it about your organization, people or service?
 - Is it tapping into emotion?
 - Demonstrating care for your community?
 - Providing education?
- 4. Establish your call to action**
- 5. Choose your storytelling medium**



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STORIES CAN BE READ, WATCHED OR LISTENED TO

- Website
- Blogs
- Social media outlets
- Digital (paid)
- Print advertising
- Video
- Presentations
- Broadcast- TV/Radio
- Employee forums and engagement
- PR/publication stories
- Foundation
- PFAC groups
- Ambassador programs



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My reason for caring

A CASE STUDY
Phase I

EBCH

Ely-Bloomenson
Community Hospital



Ely-Bloomenson Community Hospital (EBCH) is a critical access hospital located in Ely, Minnesota

- EBCH strives to build positive reputation within the community, while building employee pride



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PHASE I OBJECTIVES

- Build patient and community confidence
- Increase employee engagement and pride
- Not a short-term campaign, but one that can have many chapters
 - Community
 - Internal
 - Recruitment
- Demonstrate how EBCH makes a difference in the lives of the community
- Regaining confidence and trust in care during COVID-19



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EBCH's STORY

Not about what EBCH delivers, but how they deliver care

- Introduce their approach to service excellence
- Showcase the pride of EBCH
- Capitalize on Ely's healthcare heroes while in-the-midst of a pandemic
 - Employees
 - Physicians
 - Nurses
 - Volunteers
 - Support work staff – cafeteria, maintenance, cleaning
- Align with EBCH's Service Excellence approach – talk in everyday language, not technical jargon



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“THE WHY”— EBCH’s MESSAGE

Sign Language—My Reason

- Highlights EBCH staff members with hand-written signs showing their reasons for working at EBCH
- Uses personalized messages, along with photos of actual people the community can recognize as caregivers and neighbors
- Shows a human side to the expert care given at EBCH—
 - Personalized connection where teammates use their own words to explain why their job—and their commitment to EBCH—is so important



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NEWSPAPER

CHRIS'S REASON...



Chris
PHARMACIST

Building relationships with each patient.

Third generation pharmacist Chris chose EBCH to improve people's health—and lives. Taking time to understand the needs of each guest, Chris even helps find medications that are the best financial choices for patients. Most importantly, he's passionate about helping those who are unable to help themselves. Building relationships with every patient. **At every walk of life. EBCH.**

EBCH
Ely-Bloomenson
Community Hospital

SAFELY RESUMING CARE. COME BACK WITH CONFIDENCE!
At Ely-Bloomenson Community Hospital, your safety has always been our highest priority. If you've delayed an elective procedure, routine screening, or other treatment, come back with confidence knowing we're doing everything to keep you safe. For information on EBCH's additional precautions, visit ebch.org.

TIFFANY'S REASON...



Tiffany, RN
STAFF EDUCATOR &
INFECTION PREVENTION
COORDINATOR

Not just a hospital—we are SO much more.

An Ely native, Tiffany is dedicated to helping patients, staff—and her community—stay safe, healthy and strong. Her devotion to ongoing education, paired with a strong connection to people, inspire her to bring her best to both EBCH, and her ever-evolving role in healthcare. **For every person. Every day. EBCH.**

EBCH
Ely-Bloomenson
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SAFELY RESUMING CARE. COME BACK WITH CONFIDENCE!
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NEWSPAPER



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A man wearing a black face mask and a grey blazer over a black shirt stands in a hospital room. He is holding a white sign with handwritten text. In the background, a Siemens Healthineers CT scanner is visible.

Victor
RADIOLOGY
TEAM LEADER

Helping people
in a time of
uncertainty.

EBCH
Ely-Bloomenson
Community Hospital

Our Reason for Caring
Every Person. Every Day.

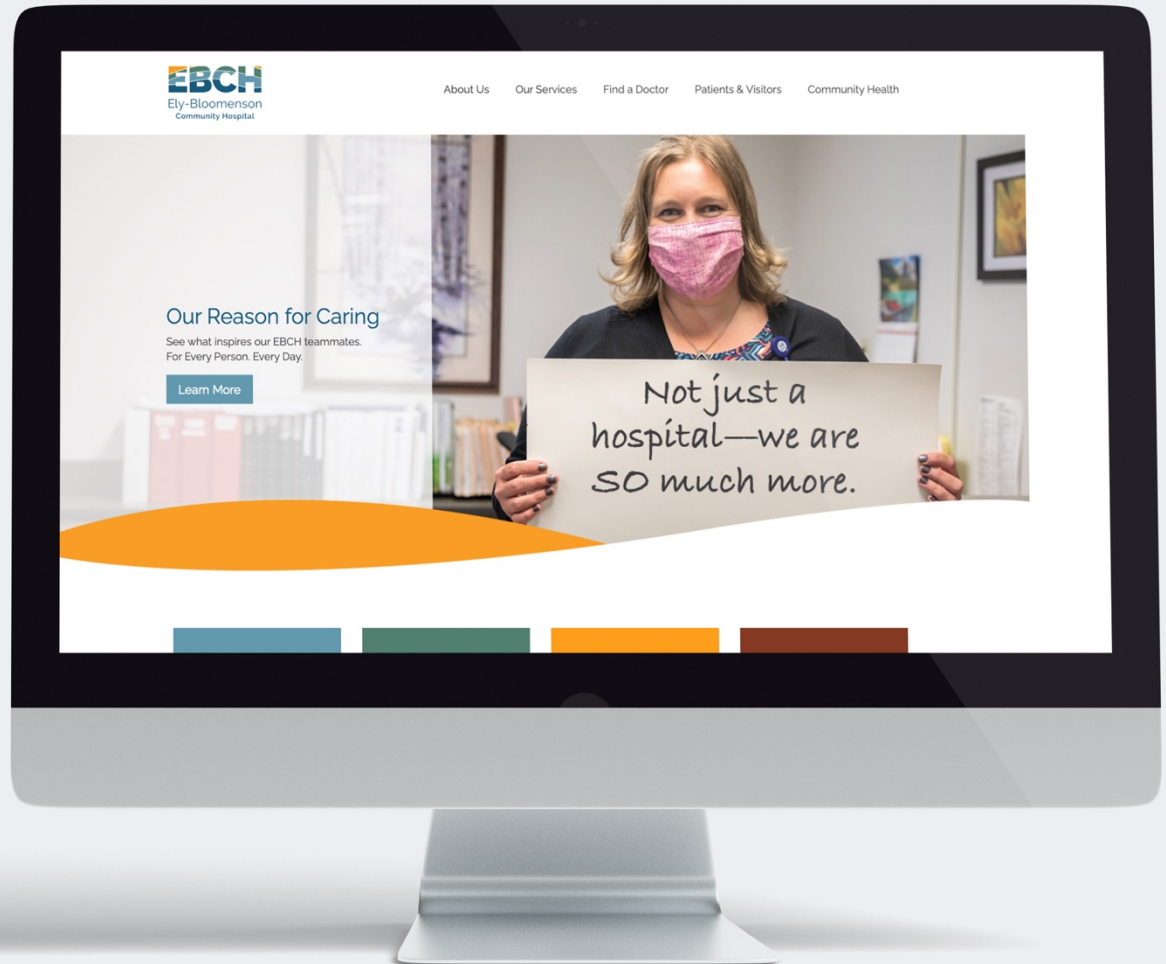
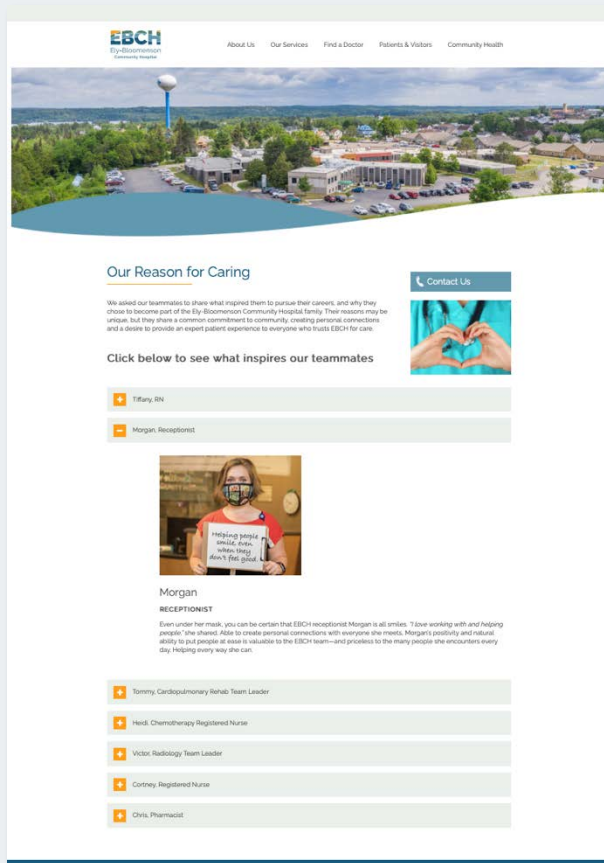


RADIO



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EBCH Ely-Bloomenson Community Hospital
August 6

As the director of first impressions, receptionist Morgan is often the first person many see when they come to Ely-Bloomenson Community Hospital. Her natural ability to create connections with everyone she meets is invaluable to our EBCH family—and absolutely priceless to the patients and guests she helps. Learn more about her reason for working at EBCH.

Morgan
RECEPTIONIST

Helping people smile, even when they don't feel good

EBCH
Ely-Bloomenson
Community Hospital

Our Re
Every Pe

36

Like

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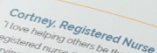
Morgan
Sister



TEAM IS THE HEART OF EBCH

While their reasons for choosing Ely-Bloomer Community Hospital vary, our teammates' commitment to provide a superior patient experience is a health care system where they feel empowered and appreciated—is consistent. Thank you to all of our EBCH teammates who are their best every day. For every patient.

Cortney, Registered Nurse
"I love history, others be the registered nurse serving the community."

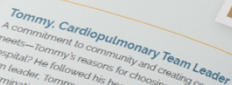


Cortney, Registered Nurse
 1 love helping others be the best/healthiest version of themselves, "shared registered nurse Cortney, A natural nurturer, Cortney's thoroughness and persistence serving in case management and utilization review, means she carefully evaluates the care each patient receives, and constantly looks for ways in which the care team can make improvements, implement necessary changes and ensure that the quality of care administered is always the very best.
 Patients: Dedicated to both her patients and her team, Cortney ensures that patients heal and live their healthiest lives is most important. Her devotion to her EBHC teammates.

Heidi, Chemotherapy Registered Nurse
Confident. Caring. Committed. Chemotherapy
credentialled trainer, Heidi, credits
health of the community.

Heidi, Chemotherapy Registered Nurse

Candid, Caring. Committed. Heidi, a chemotherapy registered nurse and experienced oncologist, has been a part of the health of the community for over 20 years. Heidi is a dedicated professional at the Community Hospital. Most of all, she is a caring person who understands how empathy can impact patients. Heidi's compassion, care, and understanding of her patients is what makes her a great nurse. Heidi's dedication to providing the best care for every patient and every family member is what makes her a great nurse.



Tommy, Cardiopulmonary Team Leader

A commitment to community and creating connections with every patient he meets—Tommy's reasons for choosing healthcare and Elyse's commitment to family hospitals? He followed his heart, of course! As the cardiopulmonary rehabilitation team leader, Tommy combines a personal commitment to fitness and a strong determination to help people combine a personal commitment to fitness and a strong desire for exercise and fitness," shared Tommy, who added that he wanted to visit a nation for patients, Tommy facilitates the diagnosis and treatment of cardiac disease and patient health. Tommy creates customized care plans—and puts his heart into every patient he helps.



When information about the COVID-19 pandemic first unfolded, the committed staff at Ely-Bloomensson Community Hospital stepped out to help their neighbors navigate this unique time.

As our team was learning more about infection control, we were putting things together to help keep our community safe. We became a true community of learners, sharing information and resources with Ely-Bloomensson Community Hospital and the surrounding area.

As our team was learning more about infection protection, and putting things together to help keep people safe, we wanted to become a resource for the community health leader," said Patti Banks, a registered nurse and staff educator at the University of Illinois at Chicago's Bloomington Community Hospital. "I was looking for a suggestion to become more involved, and I thought about my own membership in the community partners to help where we can give support and our services," she shared. "Then we work together with family leaders to brainstorm about how to keep together with collaboration to activation, the groups join forces to do it done."

History. EBCH registered nurse and staff educator/infection prevention coordinator, is passionate about safeguarding people from infection, and has been long before COVID-19. "I love watching people grow with education," she said. "By working hard to prevent infections among patients and staff, the community stays strong."

History's commitment to lifelong learning has made her the perfect community partner and EBCH health leader. She's approachable and fun when she delivers her message.

Tiffany's commitment to lifelong learning has made her the perfect community partner and EBCH health leader. She's approachable and fun when she delivers her message.



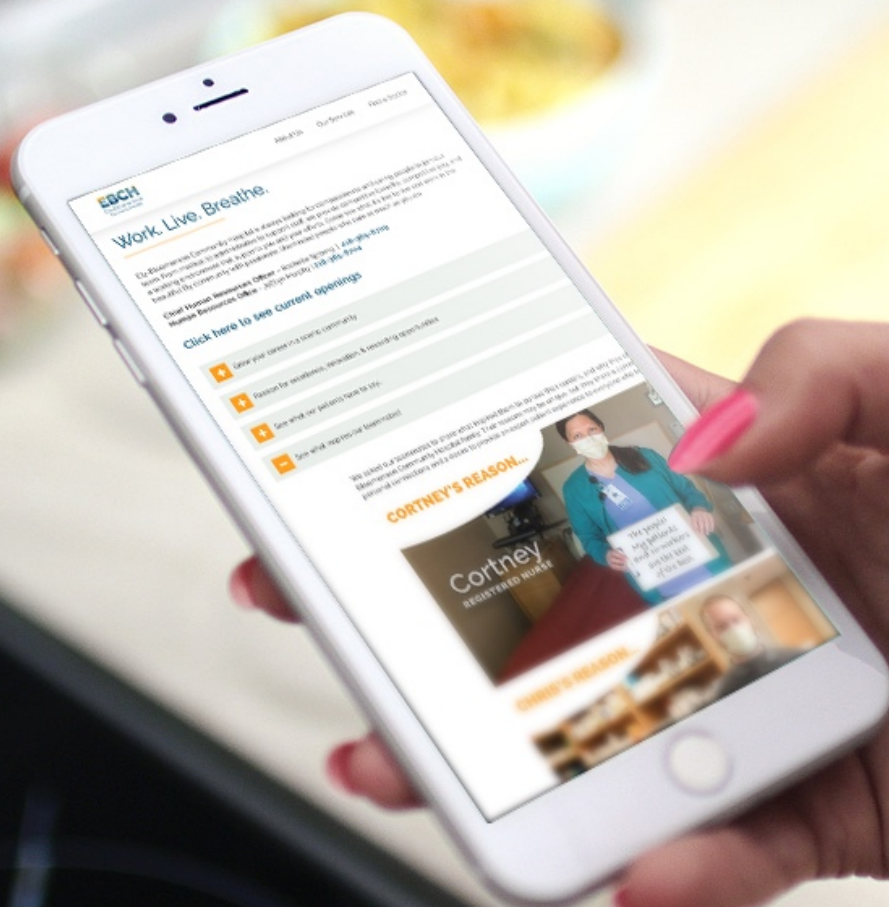
As this challenging time continues, Patti reminds the community that EBCH will continue to seek ways to provide support, assistance and guidance.

EBCB's many community collaborations include

EBCH's many community collaborations include:

- Worked with the Chamber of Commerce to provide donning and doffing training for business owners about proper mask use and removal.
- Provided donning and doffing training for fire and police departments.
- Provided training for the community on proper mask use and removal.
- Provided training for the community on proper mask use and removal.

- Continued involvement with schools to help implement processes, provide supplies, use thermometers when possible and educate administrative staff about infection prevention procedures.
- EBCH collaborated with several local healthcare partners to produce the Mask Up photo campaign to stress the importance of masking.



CAREERS



“With corporate conglomerates taking over the healthcare world, it’s easy to forget that the person on the other end of the phone, email, or even desk is still a human being.

It’s even easier to forget that a majority of healthcare providers are in the field because they deeply care about helping people.

When we story tell, it gives our patients a glimpse into what drives us to work each day. It shows them that we do care about their lives, health, and experience, and not just the bottom line.” –Chris



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THE NEXT CHAPTER

- **What first started as little or no active COVID cases within has now exploded** into much higher levels of positive COVID patients
- **Communities are challenged** by a dis-belief in masking, COVID burn-out, and lack of empathy of the community hospital
- **Attention for COVID cases shifts the medical attention** and beds away from other sick/critical case patient needs
- **Storytelling now can make an authentic connection with rural communities** in order to build a greater understanding and respect of why it is important to control COVID and the bigger picture of who it affects



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COVID-19 - THE NEXT CHAPTER



<https://www.facebook.com/PenderCommunityHospitalDistrict/videos/410288656772816/>



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COVID-19 - THE NEXT CHAPTER



<https://www.youtube.com/watch?v=pl5su1zMGjQ>



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DON'T BE AFRAID TO TELL YOUR STORY

- Everyone has a story
- Every brand has something unique to say
- It can take some time to identify angles if you're not used to it, but eventually you'll be able to see a story in most things!
- Always look for the opportunity to capture stories

IN SUMMARY



- Keep it personal and be authentic
- Focus on emotion and what a reader would relate to
- Make it warm and memorable
- Regardless of how long or what format . . . have a beginning, middle and end
- Make the reader feel good
- When possible, accompany with compelling photos or video
- Extend stories into future chapters



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Post-Poll

Q: How confident are you in your understanding of the importance of storytelling to create relatable content while educating, building confidence and humanizing your organization's image? (select one)

Post-Webinar Survey

Thank you for participating in the Delta Program Outreach and Education 8-Part Webinar Series. As we conclude, we invite you to take a moment to complete a brief, post webinar survey.

<https://ruralcenter.research.net/r/SY92HGH>



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Delta Communications Toolkit

- The program was introduced at the DRCHSD 2020 Summit
- A turnkey communications program with customizable templates
 - Confidence
 - Health Screening
 - Swing Bed
 - Telehealth
- Includes items such as print ads, radio scripts, digital posts

How to use the Delta Communications Toolkit

Thursday, February 4, 11:00-12:00 CT

Speakers: Mike Milligan/Brian Lani



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Thank You!

For more information contact:

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