# Heartbeats Behind the Headlines: Data Storytelling 101

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# Life-Changing Rural Hospital Experience

First job: Evening Clinic Cleaner

BA, Business, Luther College
MBA, MBA, University of Iowa

- Clinic Network Director
- CEO, Forest City Reg Med Center
- CEO, Belmond Community Hospital
- CEO, Hansen Family Hospital
- Sr VP - Hospital Network
- Executive Director, John Pappajohn Entrepreneurial Center
- Co-Founder, Apple Valley Assisted Living

*"A successful rural hospital CEO with the heart of a teacher" - Hospital CEO*

Doug

# Practical Hospital and Health Care Experience

BS, Health Care Administration - Southwestern College
Master Health Care Leadership - Friends University

*Ward Clerk on a cardiac floor
*EMT/MICT
*Patient Care Tech in the NICU
*Paramedic in the ED
*Clinical Coordinator
*Quality Management Assistant
*Risk Manager
*Quality Manager
*Compliance Officer
*QIO Project Manager
*HEN/HIIN Program Director
*MBQIP Project Director

I have been in your rural shoes!

Susan

# The State of Quality Programs in Rural Hospitals

| Domain/Question | 2016 | 2022 |
|---|---|---|
| Comm w/nurses | 80 | 80 |
| Comm w/doctors | 82 | 80 |
| Responsiveness | 68 | 67 |
| Comm About Medicine | 65 | 63 |
| Cleanliness | 74 | 73 |
| Quietness | 62 | 63 |
| Discharge Information | 87 | 86 |
| Care Transition | 52 | 52 |
| Hospital Rating | 72 | 72 |
| Recommend Hospital | 71 | 71 |

Susan

Step 1
Why Stories?
Step 2
Your Brain On Stories
Step 3
Your Future Quality Story
Step 4
How to Tell Stories with Data
Step 5
The Data Comes Alive
Step 6
People Moved to Action
Data Misconceptions
Engage Leadership and Others through Stories
GO
Doug

Step 6
People Moved to Action
Engage Leadership and Others through Stories
Step 1
Why Stories?
GO

Susan

# Your Turn: Why Stories?

- What is your favorite movie? Why?
- Describe a movie where your heart pounds, or you startle, or you become tearful.
- What is the most read book in human history?
- How many charts and graphs are in that most read book?

*Emotional connection.*
*We are moved.*

Susan-Takeaway

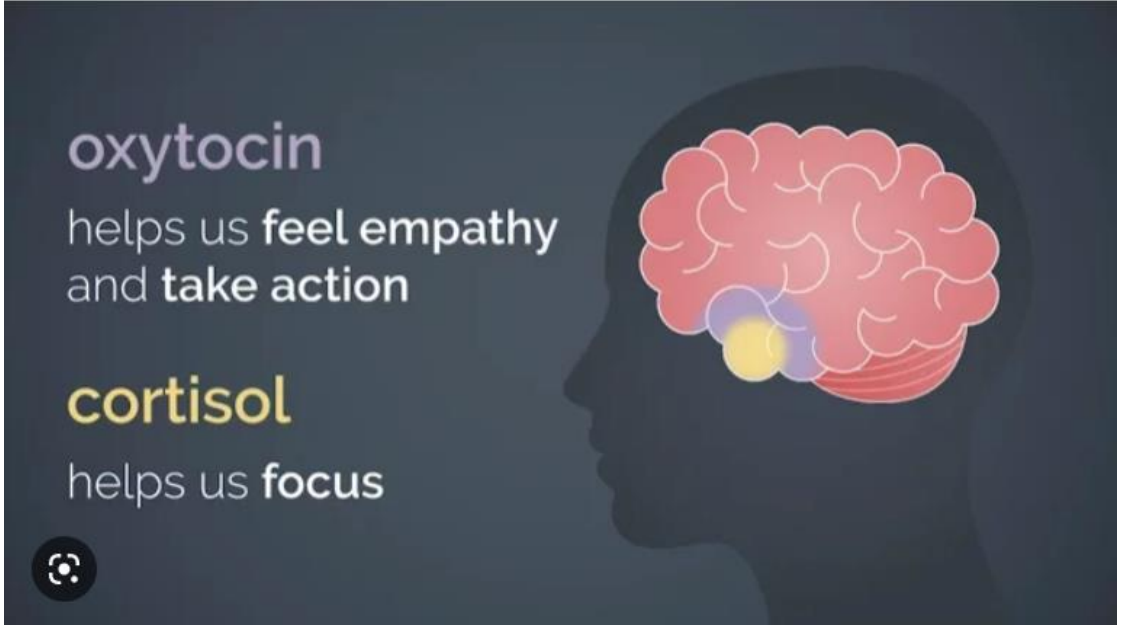
Step 6
People Moved to Action
Engage Leadership and Others through Stories
Step 2
Your Brain On Stories
Step 1
Why Stories?
GO

Susan

# Your Brain on Story

-The perfect love story (Hallmark Channel)

-The perfect football game




*Characters.*
*Tension.*
*Drama.*

Susan

# Your Turn: (Take-Away Sheet) 1-Minute Brainstorm

Think about your facility's quality program…….

- How might better storytelling take the program to a new level?

Susan

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Doug

# The Story You Need to Hear: Your Future Quality Story

“Storytelling Transforms the Teller”
(Ron Howard)

Let’s discard stories that aren’t useful.

Replace with new stories.

Doug

# Which Came First?

Did your actions lead to your story? Or did the story lead to your actions?

Reggie Dwight → “Elton John”

Thomas Mapother → “Tom Cruise”

Caryn Johnson → “Whoopi Goldberg”

The fun part: changing just a few actions changes the story!

Doug

# Change Your Story

Example: Move the story from “We Are Stuck” to “Great Days Ahead”:

1. Set a new goal for one key metric.
2. Break that one metric into pieces: process, people, materials, etc.
3. Establish a routine to improve each piece daily.

*Story moves from “We are stuck” to*
*“It may be tough, but these are the daily steps we are taking”*

Doug

# Your Turn: Change Your Quality Program Story

Fill in the blank:

Today our quality program story is *(improving; flat; decreasing; etc.)*.

We are taking these daily steps to improve _____.

Now our story has moved from “our quality program is _____” to “We are_____”.

Susan

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Doug

# Heartbeats Behind the Headlines

Stories

Substantiate
Give Details

DATA

Amplify

Understanding
Action

# How to Tell Stories With Data

A couple of reminders…

1. Make your job description “Chief Storyteller”.
2. You’re qualified - you already speak rural.

Choice:

Tell a story about the data itself.

Tell a parallel story to pull out points.

Doug

# Step-by-Step: Tell Stories with Data

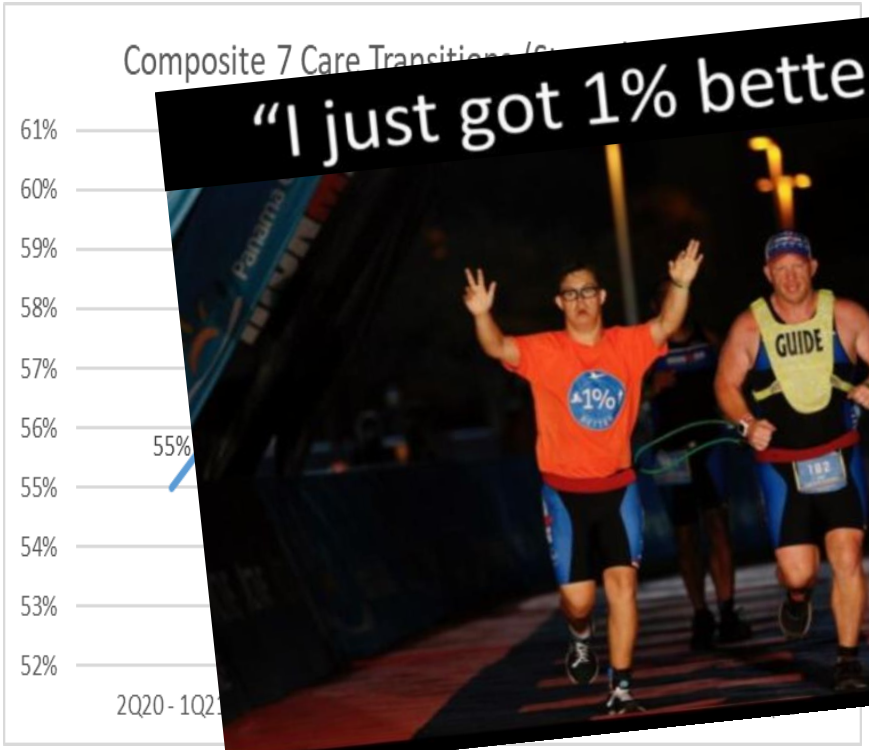
1. Review the data
2. Select one theme you want to highlight:

| | |
|---|---|
| Tiny improvements are still progress | Doing ok, but we're stuck |
| Woo woo - let's celebrate | This will open our eyes |
| We must change this quickly | (Fill in the blank) |

3. Discover a story to demonstrate the theme
   (Sources: your life, family, friends, patients, movie, book, sports)
4. Share a Call to Action
   (What you want people to do)
5. Follow-up next time on the Call to Action

Doug

# Example:



**o highlight:**

*ll progress*

**demonstrate the**

**n**

*n*

**on the Call to**

Doug and Susan

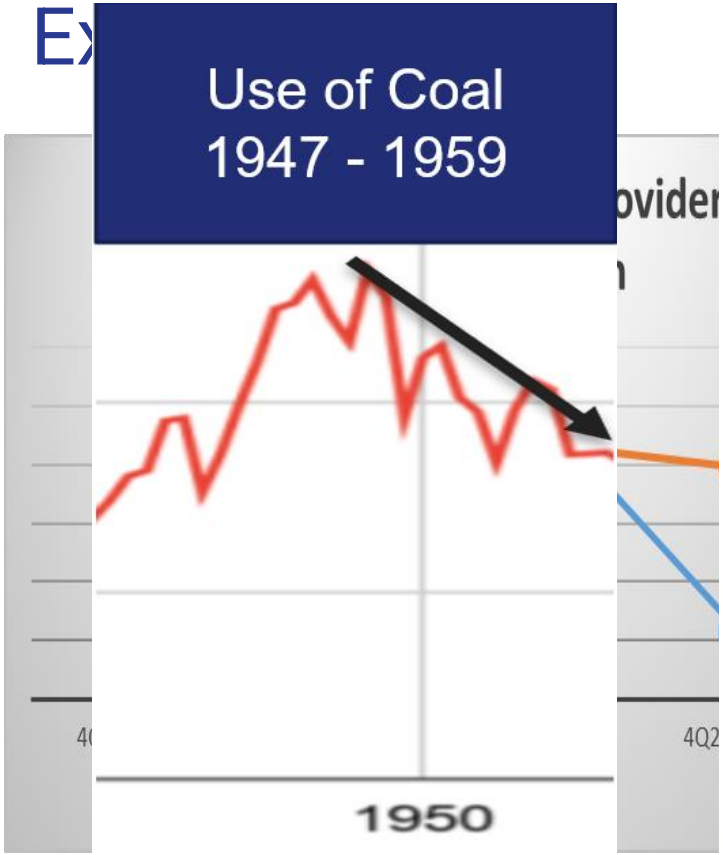
Ex

tes)
105
84
2Q21
1Q22

COLONEL
SANDERS
RECIPE
Kentucky Fried
BUCKET
BREAK

Doug

E




I can smell this picture

# Example:

**hlight**

**onstrate the**

*inue the*

**e Call to**

Doug

# Your Turn: Tell a Story With Your Data

1. Review the data.
2. Select one theme to highlight.
3. Discover a story to demonstrate the theme.
4. Share a Call to Action.
5. Follow-up next time on the Call to Action.

Please be prepared to share…

Susan - Takeaway sheet

Step 5
The Data
Comes Alive
Step 6
People Moved to
Action
Step 4
How to Tell Stories
with Data
Engage
Leadership and
Others through
Stories
Step 3
Your Future
Quality Story
Step 2
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Susan

# Your Turn: 1-Minute Free Flow

- Please write for 60 seconds
- Short sentences
- Write the concepts you have learned during this webinar

# Your Turn: Stump the Presenters (if time)

- Please write 2 stumper questions on your paper

Susan and Doug

# Follow us!

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