



Sharing Your Health Care Story to Improve Quality

This practice has been endorsed by the National Patients' Association of Canada & the Alberta Health Services Patient & Family Advisory Group

Your story can help to improve the quality of healthcare!

Sharing your experience with others in a meaningful way can help to educate, inform & inspire positive change.

Powerful patient & family stories answer these three questions: **What? How? Why?**

WHAT happened?	HOW did the actions of the healthcare providers affect your experience?	WHY does your story matter to your well-being ?
<p>"I have been living with a chronic illness for 35 years without a diagnosis. I saw countless doctors and very few shared information with me or helped me to manage my condition."</p>	<p>"The healthcare providers who took the time to listen and explain things to me, answer my questions and share information and education made my experience manageable."</p>	<p>"My ability to manage my own care has been essential to my health and quality of life. Because of this I know when my condition is serious enough to go to the hospital or when to contact my doctor."</p>

Before you decide to tell your story:

Ask others:

- When, where and for how long do you want me to share my story?
- Who is the audience? How many people will be there?
- How will my confidentiality be ensured?
- What is the theme or topic within which my story will be shared?
- What part of my story do you want me to share?
- Is there anything else you want me to do?

Ask yourself:

- What do I hope for as a result of telling my story?
- What am I willing to share? What do I feel is too private to share?
- Am I still feeling too emotionally charged to tell my story?
- What does my family not want me to talk about?
- How will I handle the emotional impact that I or my audience may feel as a result of my story?
- What support do I need to tell my story?
- How do I feel about my story being shared via video, word of mouth or in written form?

Telling Your Health Care Story

Telling your story can be both an emotionally challenging and rewarding experience. The more comfortable and clear you are in the way you tell your story the more impact it will have!

Stories really 'stick' when they are:



Simple

Be sure that your story has 2 or 3 main points and will fit within the time allotted. The simpler it is the easier it will be for the listeners to understand.

Unexpected

Just by telling your story you are doing something unexpected and unique in healthcare. Your unique story is memorable!

Emotional

Consider the emotional impact of your story and any images. Highlight both the challenging and uplifting interactions you had with health care staff.

Concrete

Be clear and direct about *why* your story matters. Don't leave anything unclear for your audience, it will just confuse them. Be as specific as possible.

Credible

Tell your story in your own words! Express how your feelings and emotions. The more authentic the story is the greater the impact it will have.

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| 1. Plan It Out
Write out your ideas on paper. | 2. Test Tell
Tell your story to someone with whom you are comfortable. | 3. Get Suggestions
Ask the listener if your story sends the message you intended, then ask for suggestions for improvement. | 4. Revise
Rework your story to include the feedback. |
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This Practical Wisdom Adapted From:

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Sinek, S. (2010). *Simon Sinek: How great leaders inspire action*. Retrieved from http://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action.html