

Stories of compassion and innovation

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The vision

Purpose

Curate and tell stories of exemplary care, clinical excellence, community engagement and breakthroughs at [Brand] to express the brand through storytelling

Value

Stories differentiate the brand and bring the essence of the brand narrative to life.

Request

Partner with you to ID existing and build new stories

Sample stories

The collage displays six sample story cards from Providence Health Team, each with a unique title and visual theme:

- Genomics & biomarker testing matter: They can indicate cancer and other diseases** (April 12, 2021, Providence Health Team): Features a graphic of DNA and virus particles. Key takeaways include: "Each person has a unique gene composition, two copies of each gene, one inherited from each parent." and "Biomarker testing enables healthcare providers to identify and treat diseases more effectively. Biomarker testing can reduce the number of unnecessary treatments."
- Integrative cancer care: Perspectives from unsung heroes** (March 26, 2021, Kelby Johnson): Features a photo of three people wearing "#FINISHCANCER" shirts. Includes a "[10 MIN READ]" tag and a snippet of text: "Finishing cancer is an ongoing marathon that requires clinical precision to identify the best care plan for every individual. It's a disease that affected nearly two million Americans in 2020. Unfortunately, more than 606,000 of those who were battling cancer lost the fight to live. At Providence alone, clinical experts engaged with 100,000 patients in 2020. Despite the oft-dire outcomes, more nearly 17,000 patients survived in 2020, and that number is projected to increase to 20,000 in 2021."
- Two hearts coming together** (April 12, 2021, Kelby Johnson): Features a green background with portraits of two men, Bob Keeler and George Shultz. Includes the Providence logo and a snippet: "A podcast conversation about about perseverance, with Bob Keeler and George Shultz."
- Melding medical excellence with tenderness and love** (March 26, 2021, Providence Health Team): Features a graphic of hands holding each other. Includes a "[10 MIN READ + VIDEO]" tag and a snippet: "The whole person is a commitment from Providence. It's an underpinning of the way all caregivers engage, support and treat every person who walks through our doors."
- Will COVID-19 be the catalyst for creating a more sustainable healthcare system?** (February 25, 2021, Providence News Team): Features a photo of a hospital interior. Includes a snippet: "A California resident, had a major heart attack for riding the waves with COVID-19. The heart attack required immediate surgery. Providence Health Services, a California-based healthcare organization, is working to create a more sustainable healthcare system. CalOptima, a Medicaid insurer, pivoted care during the pandemic to focus on the needs of the vulnerable within its Program of All-Inclusive Care for the Elderly, or PACE, in Orange County, Calif."

Story territories

- **Research frontiers:** These are stories of curiosity...those that propel us to look around corners and ask probing questions in an ongoing quest to transform healthcare for the people and communities we serve

- Examples: Clinical trials | Research Network | Genomics



- **Innovations:** These stories are the manifestation of research insights that led to new treatments, investments and care modalities that ease patients' way and aid in building healthy communities

- Examples: Virtual Care | TAVR | Sustainability | Innovation | Robotic Surgery



- **Profound outcomes:** These are stories of the heart...the ones that are grounded in compassion and bring to life the human connection between care teams, patients and partners

- Examples: Values in Action Awards | Patient advocacy | Sacred encounters



Brand storytelling program overview

How our program is different?

We bring the brand to life by capturing stories of powerful human connections and pioneering spirit that unfold daily in the dynamic and innovative environment that is [Brand].

What is our storytelling lens?

We seek to find the humanity – the drive, motivation, inspiration – behind every breakthrough, decision and interaction.

How do we capture stories of humanity?

We tap into the paradigms of oneness and kindness, embracing the psychological principles around purpose, social bonding and interpersonal synchrony.

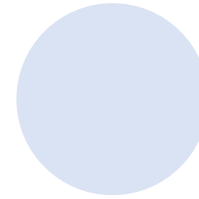
How do we bring them to life?

There are three core elements to our program: produced video stories, Conversations of Compassion rich media series, ongoing articles for blog outlets.

Goal	Use stories to connect emotionally with patients, caregivers and consumers in order to drive brand preference
KPIs	<ul style="list-style-type: none">• Engagement with published stories across channels• Impact of story engagement on brand preference over time

Existing storytelling programs

Examples of initiatives to give patients, loved ones, and caregivers a space to share their stories.



Social Live Events & Podcasts

SME-driven educational and informative series of video & audio events



Brand Storytelling

Showcase clinical excellence and the human connections we have with patients across content formats.



Site of Care Patient Hardship Campaign

Share patient hardship stories directly related to Infusion and Site of Care changes (ie. white bagging, brown bagging, treatment delays).



Hear Me Now

Ongoing audio series of heart-felt stories that engage emotionally and connect functionally.

Stories drive content ROI/collaboration

Mock example



Request to collaborate

The program is designed to drive brand affinity/preference by demonstrating how [Brand] is a leading health partner.



Process

- **Started April 2021:** Brand campaign launch
- **Next Steps:** Solicit story ideas from stakeholders at key meetings.
 - ✓ Goal: Capture 4-6 stories per month



Call to action

All employees are invited to join the program, a system-wide initiative to share stories that showcase clinical excellence and humanity.

Shareable Links

- [Story submission form](#)
- [FAQ](#)
- [Storytelling SharePoint Site](#)

Storytelling Process



CTA: Promote storytelling opportunities and share links



Weekly Meetings
• Solicit story ideas



Monthly Meetings
• Align Top Stories



Stories shared across all consumer touch points/channels



Story building process

