

# The importance of brand storytelling

## Purpose

This document aims to align stakeholders on the basic elements of operationalizing a storytelling program for Providence care teams and patients.

## Situation

Providence has thousands of personal stories that are currently untold. From the insights gleaned by mapping human genomes to the friendships established between doctors and patients to efforts to build healthy communities, brand storytelling is ripe with opportunity to demonstrate why and how Providence is a world-class health partner.

Identifying, curating and building stories that bring to life the world-class health with human connection narrative gives us a clear differentiated lane to occupy, thus improving brand affinity and preference among existing and prospective patients.

## Background

Currently, many of the stories relating to sacred encounters are setting dormant or are not yet available. While efforts to shine a spotlight on patient-caregiver stories have been underway for years, a system-wide approach has not been established. Despite the lack of process and structure, there is great passion to tap into the rich humanity Providence caregivers see and experience every day.

## Assessment

Given the appetite for storytelling and its importance to the rollout of the brand, there needs to be a systematic process for capturing sacred encounters from caregivers. This process should include three basic tactics – identify, curate and build. Implementing such a process will enable Providence to build the foundation for unlocking sacred encounters across the system.

## Recommendation

1. **Identify:** Uncover existing and potential stories via a mix of organic and formal processes.
  - a. **How:** Run an internal story capture campaign, and empower all caregivers to submit stories via a simple submission form.
2. **Curate:** Structure the stories in a filterable database.
  - a. **How:** Establish a weighting system to categorize and prioritize stories and potential for audience/channel resonance.
3. **Build:** Build, publish, and measure stories.
  - a. **How:** Partner with care teams and patients to capture stories using a simple story brief that will inform the story asset. Establish a story calendar and

performance measurement cadence to keep stakeholders engaged, and identify optimization opportunities.

Submit your story here.