

# Telling a Story of Success

## Story Development



**Your Story**—what, why, how, and the impact of your practice's experience. When writing your practice story, include the following elements:

- Include *demographics* about your population - who are you serving?
  - Start with the entire population being served and break out the segments being managed
- Identify the *goals* - what did you hope to achieve?
- Describe the *intervention* - what changes were put in place?
  - Note what worked
  - Describe your challenges or barriers
  - Name your key partners
  - Sustainability—how can this change be maintained?
- *Results* - what resulted from the planned intervention? Were there unanticipated consequences? Why is this important and how is it valuable?
- What lessons did you learn?

**Improvement Measures**—help a practice know whether a change is a measurable improvement or a minor change. In your story, note:

- How you measure success
- How you collect data
- How you use data for continuous quality improvement

### Additional tips:

- Make data and results the centerpiece of your story to immediately demonstrate value
- Use population targets that set benchmarks
- Consider using annotated run charts to show “special cause variation” – shows overall positive performance and offers an explanation for a dip in performance.
- Know your audience and highlight aspects of the story that appeal to them.

**Audience**—Know your audience and highlight aspects of the story that appeal to them.

## Why Are Stories Important?

*“There is no greater power on this earth than story.” - Libba Bray, author*

*Telling a compelling story of success is key to demonstrating the value a practice offers to private and public payers*

Practices are challenged in describing the performance impacts of their practice transformation work, demonstrating how their work makes them a valuable player in the competitive value-based purchasing market.

Practices must develop strong performance stories to showcase the outputs of their work to payers and other audiences. Providers may want to work with a Quality Improvement Advisor or find a thought partner to support them in their performance story development.

## Elements of a Story



A practice can develop a strong performance story that describes the quality of their work and their success through the following guidelines:

- Sharing a lesson learned, bright spot, promising practice – no matter the result. These stories are about making a change.
- Acknowledging and celebrating the work of a team.
- Convincing and motivating leadership and peers.
- Communicating important information in an engaging way.
- Creating “sales pitch” to potential partners.
- A record of the word.

## Story Development Tips

Telling a compelling story of success is key building relationships with payers, agencies, and other practices to enter into value-based payment arrangements. The following tips can help you to tell a more engaging practice story:

- Prepare a short verbal presentation with a clear beginning, middle, end. Focus on 3 – 5 key takeaways.
- Design handouts or visuals. They may include resources and tools, but may also include things like team photos or photos of the clinic.
- Share visuals, data, graphs, and additional documents that help tell your story, like protocols, workflow process diagrams, patient facing materials, and brochures.

## Delivering Your Story

Delivering your story in a compelling and understandable method is almost as important as the story itself. The following guidelines can help you create a story that stands on its own and leads to additional interest from potential partners.

- Short verbal presentation (beginning, middle, end), focus on 3 – 5 key takeaways.
- Handouts or visuals may include resources and tools, but may also include things like team photos, photos of the clinic.
- Share visuals, data, graphs, additional documents (e.g. protocols, workflow process diagrams, patient facing materials, brochures) that help tell your story.

## Resources and Examples

### Performance Story Inspiration

The following resources are inspirational examples of compelling performance stories that you can use to help craft your own performance story.

#### [Behavioral Health Integration Virtual Clinic Visits](#)

*Examples of short videos demonstrating various practices' stories related to virtual clinic visits.*

#### ["One Ring-a-dingy:" Small, Rural Practices' Response to Meeting PCPCH Must Pass Standard 1.C.0](#)

*An example story of a small, rural practice that met a challenging measure.*

#### [TCPi Exemplary Practice Registry](#)

*Access TCPi exemplary practice performance stories.*

#### [Exemplary Practice Performance Story Examples](#)

*Examples of several TCPi exemplary practice performance stories*

#### [Advocare Exemplary Practice Performance Story](#)

*A compelling example of PTN performance story.*

### Resource Guides

The following resources are guides to help you write and communicate more effectively.

#### [Forming Meaningful and Engaging Teams: Keys to Success](#)

*Ways to engage with providers and care teams to get buy in on QI projects to enhance the outcomes for your stories.*

#### [Chunk Flip Guide Laugh: Turning Learning into Action](#)

*A guide for adult learning to create successful learning programs.*

#### [Harvard Writing Center](#)

*Grammar, style, and writing tips from experts to help you write more eloquently.*