Using stories to drive digital patient centricity
“We all have stories. And the gulf that exists between us is that when we look at each other we might see faces, skin colour, gender, race or attitudes, but we don't see the stories. And once we hear them we realise that the things dividing us are often illusions, falsehoods: that the walls between us are no thicker than scenery.”

Neil Gaiman
YOUR STORY

In pairs, introduce yourself without talking about your job or your family.
Story Power

- Brings us together
- Builds shared experiences
- Creates deeper understanding
- Creates an emotional connection
- Easier to remember and recount
- Creates opportunity for dialogue
- More inspiring
- + I am sure you felt even more

Listening to patient stories and patients listening to ours, as organisations, works on multiple levels.
Why patient stories matter?

- Enables us to work together to deliver the care patients want & need
- Supports creation of digital tools that patients will actually use.
- Reminds us what it’s like and why what we do matters
- Moves us towards real preventative models of care.
- Builds trusted relationships between patients and their care providers.
- Our organisational stories matter too.

However, stories are a two-way communications.
The story of us - Patients

Digital Patient Centricity

The story of us - Organisations
Bringing stories together

The first generation of digital record holders
Our First Digital Record Generation

- We have a great opportunity to build records correctly for the future generations
- The Digital Red Book aims to balance needs of mum, baby and the organisations it supports
- It needs to be developed into a truly patient centric record
- We must listen to the stories of those that use it
- It must evolve for now and for the future
How to do it well?

• Go where the people are
• Less NHS, more modern, more human
• Lessen the say-do gap
• Tell your story
• Use stories to build real trust & relationships
• Appreciate the value of those relationships
• Get people actively using their stories
• If you don’t know, ask!
Questions?