

# Using Storytelling to Sustain and Spread Your PHM Work

## Activity One, Part I - Time: 18 minutes

CHC Name & Participants

### Story Scope: Reflect on Key Moments and Identify Potential Story Ideas

Review your CHC's Snapshot. As you review your accomplishments, talk through the moments that felt meaningful. These might be big milestones or small but powerful shifts. Use these questions to guide your conversation:

1. When we joined this initiative, what was the **health problem** we were trying to solve? What was the **human impact** of the problem?
2. What **meaningful changes in behavior, interactions, collaboration, or outcomes** stand out to you as a result of implementing population health management?
3. What felt like a **breakthrough** or **turning point**?

## Select One Story Idea, Part II - Time: 10 minutes

Choose one story idea to further develop. It should be authentic, impactful, and make you feel something. It should be human-centered and worth sharing. This story will be the foundation for the rest of the template.

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## Activity Two: Bring in the Human Perspective - Time: 20 minutes

### Identify The Main Character

Who is at the center of this story? This could be a *patient*, *caregiver*, or a *care team member*.

*Name:*

*Role:*

*Name, Personality, and Context:*

### Identify their Problem

What was the problem they were experiencing?

How did it impact them?

How did it make them feel?

# Activity Two (continued) Bring in the Human

## Meaningful Details

What did they say, feel, or do that made their experience meaningful?

*Consider quotes, emotions, and specific actions.*

## The Action Taken

What action did your team take in response to the problem?

## The Outcome

What was the result of the action?

# Activity Two (continued) Connect to Impact

As a team, discuss: why does this story matter? Why is it important for the PHM changes you have made continue over time?

## Activity Three: Share and Reflect - Time: 20 minutes

| <i>What resonated most?</i> | <i>What felt unclear or missing?</i> | <i>How could this be tailored for potential target audiences, such as CHC senior leaders and board, or MCPs?</i> |
|-----------------------------|--------------------------------------|------------------------------------------------------------------------------------------------------------------|
|                             |                                      |                                                                                                                  |

# Next Steps: Sustainability

You've started a powerful story – now let's plan what comes next.

## 1 Develop, Refine, Tailor and Share Your Story

- Keep using the impact storytelling worksheet to flesh out your story.
- Use the Pixar Story Spine to make it crisp.
- Think about how you can work with your coach to refine your story.
- Discuss how you can use your story to shape resource allocation and organizational commitments.

## 2 Identify PHM Approaches To Sustain

- Work with your coach to identify which PHM strategies and innovations are your priorities.
- Build agreement among your team and leaders about which PHM strategies should be sustained beyond the project.

## 3 Develop Your Sustainability Plan

- Work with your coach to create a sustainability plan using the *Sustainability Planner Tool* (coming Summer 2025).
- Share and discuss the sustainability plan with your health center leaders.