

Building Engagement Through Digital Story Telling

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Patient Letters



46 HOSPITALS

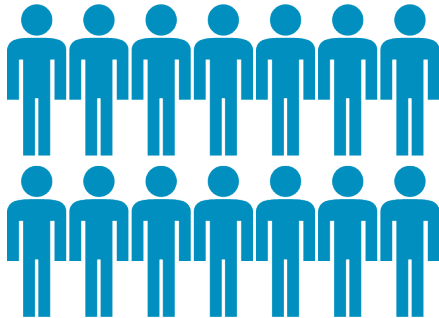


5+ MILLION

PATIENT ENCOUNTERS
ANNUALLY



44,000+ EMPLOYEES



10,400 PHYSICIANS



\$742 MILLION

2015 COMMUNITY BENEFIT



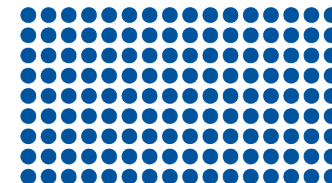
5,740+

LICENSED BEDS



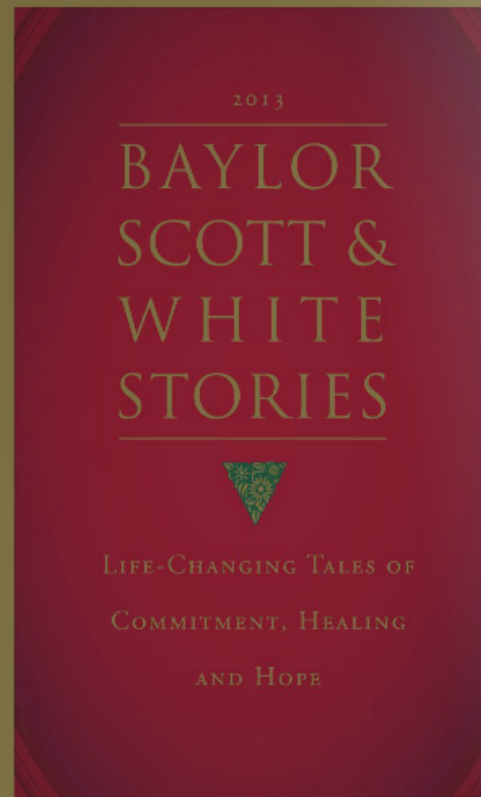
975+

PATIENT ACCESS
POINTS



\$9.7 BILLION
TOTAL ASSETS

\$7.5 BILLION
TOTAL OPERATING
REVENUE



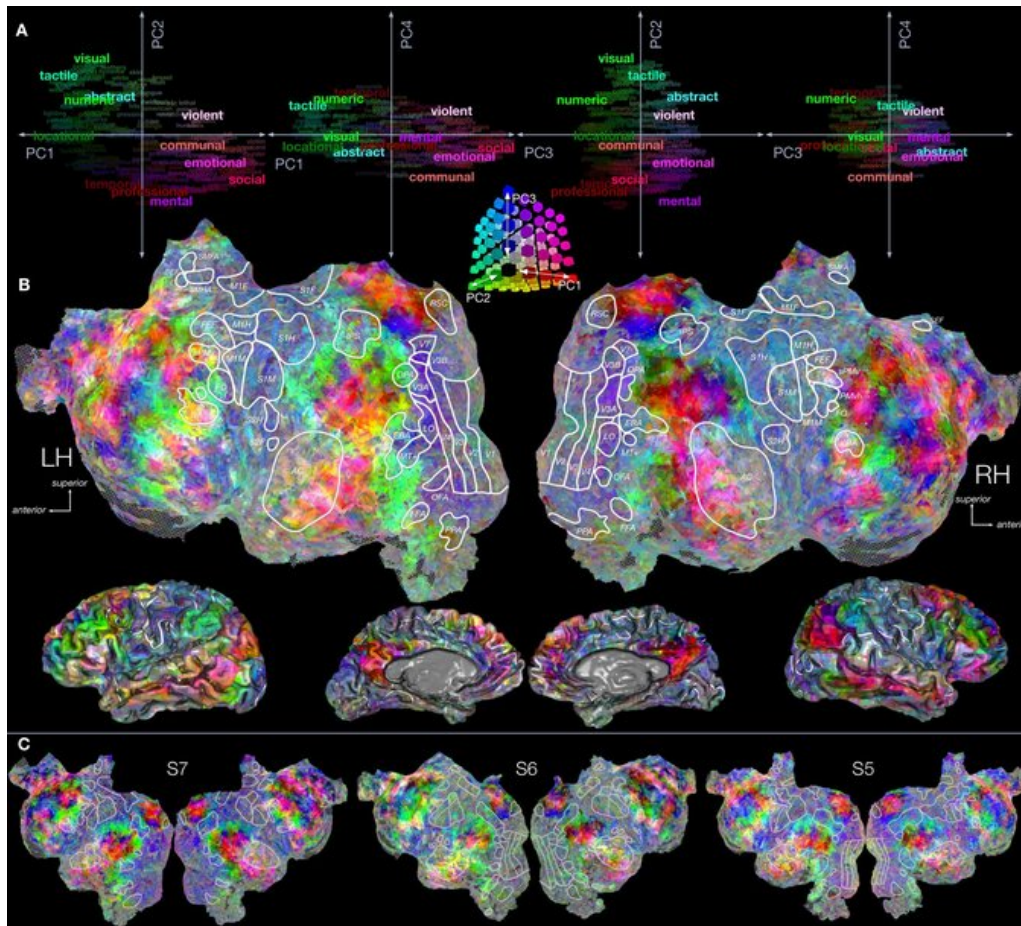
Why Stories?

They're in our DNA

You Remember Them

Inspiration Drives Engagement

Why Stories?



University of California Berkeley,

Natural speech reveals the semantic maps that tile human cerebral cortex
Nature, 27 April 2016

Why it Matters

Turnover

Engaged employees are 3X more likely to stay with their current employer

Profitability

Operating margins were 3X higher when employees were ‘sustainably engaged’

Towers Watson - 2012 Global Workforce Survey
The Energy Project “Energy Audit” 2013

Employee Feedback

Love these reminders of why I love working for Baylor.

This is what it is all about, our patients, our community.

What a great feeling, goose bumps! Way to go team!

And that is why I am so proud to be a part of Baylor!

I wanted to write to you to share what I experienced as a patient in your hospital...



Story-Driven Content Gets Results

- 60% more page views
- 70% more comments

Coming together during a tragedy



Merger Communications

**One Name. One Team.
Many Patient Letters.**

Yes, it can work on
dull corporate stuff too...

Lean

Process Improvement

The “Aha” Moment:

Baylor Fort Worth Lost Charges–*Found*

Finding Engaging Stories

There's a story behind every initiative or strategy

Who 'lives' your message?

Who is already telling interesting stories?

Don't Be Afraid to Borrow

October
14

Have You Hugged Your ER Nurse Today?



A few years ago I packed up my trauma shears, Kelly clamps and community acquired antibodies to leave ER Nursing behind me. The separation was quick and clean and one of the toughest career decisions that I have ever made but knew it was healthiest for me to quit while I was still on top of my game and while I remained patient, competent and caring.

To me, the intrinsic beauty of ER Nursing was in the capacity to choose to be someone's hero every day but believe me when I say that ER Nursing can taint even the most well-intentioned amongst us... if you let it. So there you have it. A love/hate relationship if ever there was one.

During my twenty-plus years in ER Nursing I recall the token tote bags and such - gifts of appreciation from our nurse managers during Emergency Nurses Week and although I was thankful for the gesture, I couldn't help but think that Emergency Nurses Week always fell a little flat. Why? I think I get it now. How do you thank someone for...

- Allowing themselves to be exposed to unknown hosts of viruses, bacteria, air-borne and blood-borne pathogens on a daily basis?
- Caring enough to incorporate extraordinary measures - just to make sure a patient can get a ride home?
- Working for hours without so much as a drink of water?
- Bathing a homeless person - just because they needed it – all the while hoping they're adequately protected from the transmission of scabies and/or lice?
- Participating in an attempt to resuscitate a child, then being tolerant of angry tirades from patients and/or their family

Partner With Marketing



Partner With Marketing



“The stories we tell literally make the world. If you want to change the world, you need to change your story. This truth applies both to individuals and institutions.”

~ Michael Margolis

More Info?

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Video Tips

- Essential: Camera (no smartphones), Tripod, 2 Lights, Headphones, Mic
- Shoot On Location Whenever Possible
- Look and Listen Before You Record
- Keep It Legal – Respect Copyright

Video Tips

- Make It A Conversation
- Be Open to the Story Changing
- If Possible, Change Angles on Subject
- Get B-Roll of Subject Working
- Use Text for Emphasis



my double-lung
transplant

Real patient.

Real story.

Podcast Tips

- No Smartphones
- Listen / Sound Check Before You Record
- Invest in Good Microphones
- Super Simple, Cheap Podcast Kit:
 - Zoom H1 Handy Recorder (\$100)
 - 2 Audio-Technica 3350 Lavalier Mics (\$60)
 - Stereo Input Splitter (\$5)