BREAK the RED TAPE

Congress needs to hit the reset button on Meaningful Use (MU) Stage 3 regulations. Electronic health record systems (EHRs) should be designed to meet the needs of patients and physicians, not federal program requirements.

Share your EHR story
AMA resources

www.BreakTheRedTape.org

Grassroots hotline: 1-800-833-6354

www.ama-assn.org/go/grassroots
Crafting Stories to Win the Hearts, Minds, and VOTES of Members of Congress

Bradford Fitch
Congressional Management Foundation
Why Storytelling?

“When we dream alone, it is only a dream.”

“When we dream together, it is no longer a dream but the beginning of reality.”

- Brazilian Proverb
The Role of Family & Community in Mentoring Alienated Youth in the Midwest

- At-risk youth from blended family in farm belt.
- Suffers severe head trauma from extreme weather event.
- Undertakes high-risk journey to distant, mineral-based urban center.
- Accompanied by three homeless adults.
- Pursued by malevolent person of color (and airborne primates).
- Briefly struggles with opium addition.

Anyone recognize this story?
Scared | Mad
---|---
Sad | Happy
Agenda

• Overview of Best Practices in Advocacy Story-Telling
• Reverse Engineering an Advocacy Story
• EXERCISE: How to Create OUR Story
Overview of Best Practices in Advocacy Story-Telling
1. “The Want”
Begin with End in Mind

“Rosebud . . .”
1. “The Want”
Begin with End in Mind

- An advocate knows what the ask is
- A story teller lays the groundwork and knows what they want
- Consider various tactics and methods to achieve your goal in the story (flattery, surprise, restraint, emotion)
2. “The Opening”
Set the Stage & Establish the Stakes
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Set the Stage & Establish the Stakes

• Your first sentence or two should be a hook to make them want to know more
• Establish context for the life you’ll describe
• What was at stake? (For the patient, or the family or even you...)
3. “Paint the Picture”
The Details and the Senses
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The Details and the Senses

- What did you see, hear, touch, taste, smell?
- Remember the adjectives of the situation
- Make it real. Be practical, specific, and graphic – don’t hold ANYTHING back!
4. “The Struggle” – Describe the Fight
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- Identify the conflict
- Struggles are mental, philosophical, emotional, physical – even internal
- Play the underdog – turn weakness into strength
5. “The Discovery”
Always Surprise the Legislator
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Always Surprise the Legislator

- Wait until it has the most impact
- Balance the past and the present
- What did you learn?
- How did that learning impact your life and others like you now, and in the future?
6. “We Can Win!”
Introduce the Potential of Success & Joy
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Introduce the Potential of Success & Joy

- Success – Our hero/heroine wins
- Comfort/Joy – Our audience participates
7. “The Button”
Finish with a Hook
7. “The Button”
Finish with a Hook

• Have your ending sentence clearly memorized and know when to use it

• Exercise restraint
7. “The Button”
Finish with a Hook

“There’s no place like home!”
Reverse Engineering an Advocacy Story
Dr. Robert Puchalski’s Story
2. “The Opening”
Set the Stage & Establish the Stakes

If we continue using this system, I am concerned about the negative impact it will have – not just to me but patients and the medical community throughout the U.S.
As patients waited in the waiting room, I poured through a stack of medical records searching for the medical issue that required my expertise.
When I finally did diagnose the patient with a swallowing disorder, I did not receive credit for meaningful use...
The other day, when requesting the last note from a referring physician, I was surprised to see a 22 page note. Hidden deep within page seven was the reason that the patient required my services.
6. “We Can Win!”
Introduce the Potential of Success & Joy

Congress and the agencies that have implemented this regulation need to take a serious look at the impact.
Sometimes, as I diligently care for my patients with an EMR that I have a long embraced, I can't help to wonder whether the meaningful use requirements are a bit premature and counterproductive.
EXERCISE: How to Create OUR Story
“We in America do not have government by the majority. We have government by the majority who participate.”

- Thomas Jefferson
THE PARTNERSHIP FOR A More Perfect Union

CONGRESSIONAL MANAGEMENT FOUNDATION

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Questions?

- Please type your questions for our presenters into the Chat box.