### TELLING THE STORY OF THE HUMAN EXPERIENCE IN HEALTHCARE

BETH NEASE, MSN, RN-BC JEWEL CLAIBORNE, MHA, CPHQ

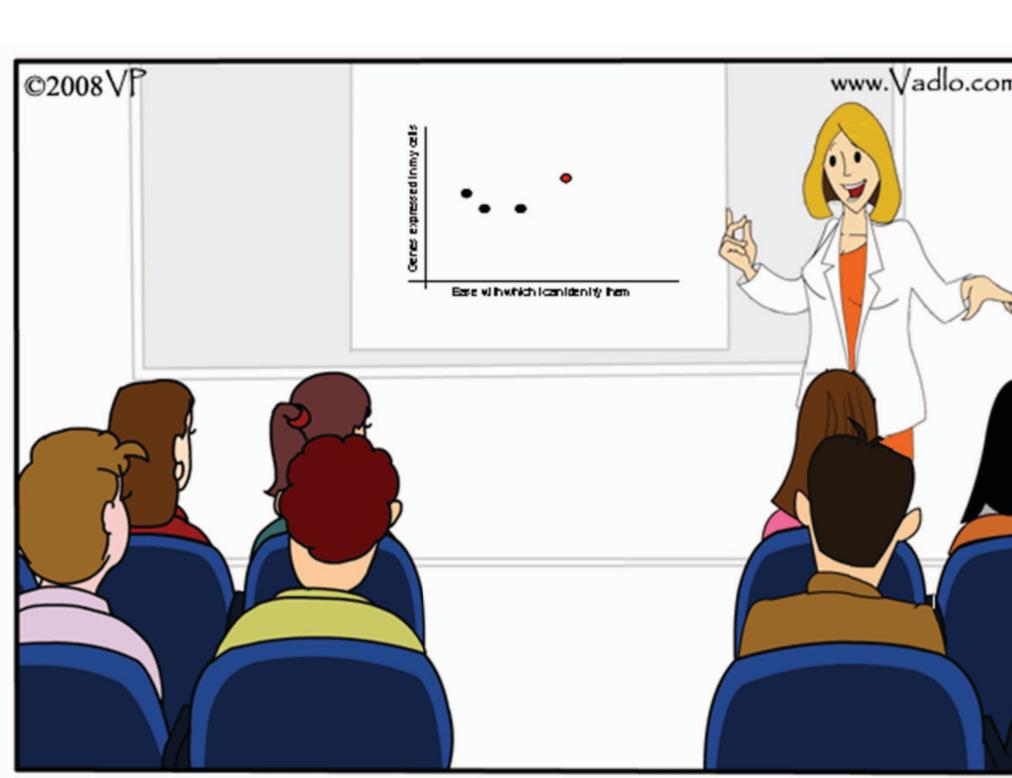


Once Upon a Time a Magnet Hospital Not too Far from Richmond Virginia
Unleashed the Power of Storytelling on Nursing Quality Improvement

## Background and Challenges

Quality data became so overwhelming the nursing department was suffering paralysis by analysis.

Data smog and information fatigue were affecting the nursing staff's passion for quality improvement.



Same graph as the last year, but now I have an additional dot.

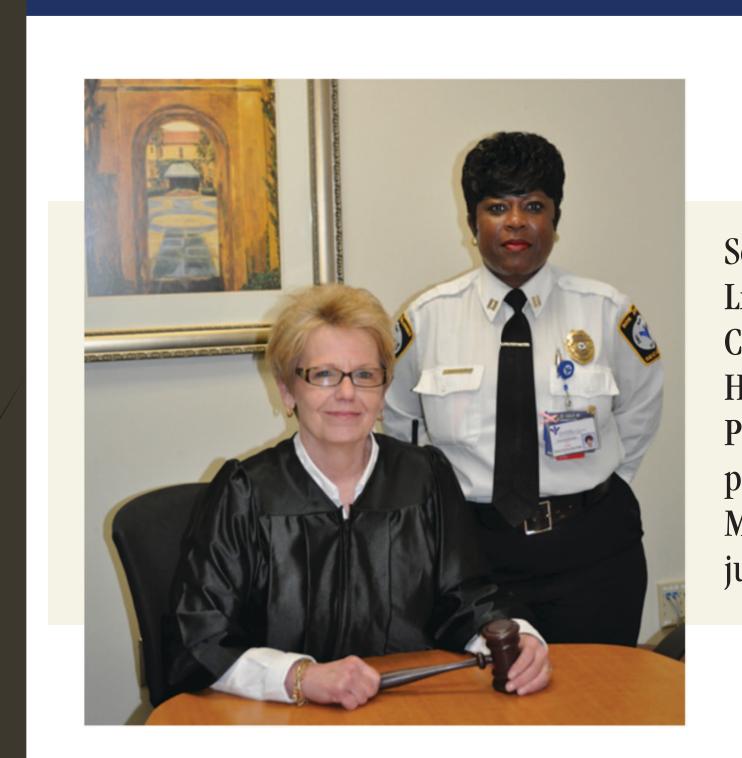
## Significance to Practice

"Measurement is important, but it's the stories behind the numbers that are the most enduring wellspring for change."

-Donald Berwick, MD, MPP President and Chief Executive Officer Institute for Healthcare Improvement (IHI)

At Memorial Regional all levels of nursing staff have embraced this wellspring. Storytelling is used in the classroom by our nurse educators through the sharing of case studies to improve critical thinking. Our risk manager uses storytelling for failure modes and effects analysis and root cause reviews. Storytelling is used by our Chief Nurse Executive to lead quality discussions with the board as well as nursing staff.

# Nursing Grand Rounds Law and Order



Mock Trials utilize our hospital attorneys and nursing staff to share case examples with the goal of educating staff and improving nursing documentation.

Memorial Regional Medical Center Mock Trials
2008 Defensible Pressure Ulcer Documentation
2009 Fall Documentation in the Court of Law
2010 Failure to Follow Through on Critical Values
2011 The Legal Challenges of the Electronic Record

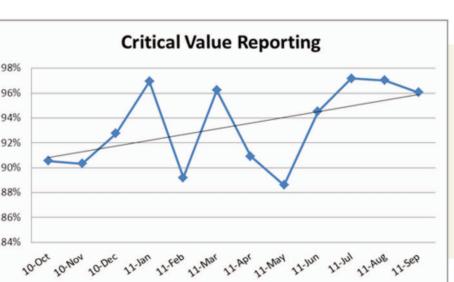
## Engaging the Community

Patient-led grand rounds shares patients' perceptions of care and provides staff education:

**Example:** A service recovery video shares a family's care concerns and the communication disconnects they felt existed between themselves, nursing staff, and the physicians caring for their father. The video was shared with staff nurses, physician committees, leaders and even our hospital board.

#### Outcomes

Critical values reporting increased from 90-96% following Mock Trial



MRMC Neuro-Tele Unit realized a significant increase in performance of dysphagia screening by nursing staff prior to administration of PO meds, foods, fluids and aspiration pneumonia rates in stroke patients decreased by 50% from 2009 to 2011 following our patient led grand rounds.

Program evaluations demonstrate a strong preference for storytelling approach; "This was a very creative and effective way to communicate this information we so often ignore."