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 from paralysis by analysis. Data tyranny and information fatigue were affecting the nursing staff's passion for quality improvement.

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.

Significance to Practice

Nursing Grand Rounds

Law and Order

Engaging the Community

Outcomes

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

Memorial Regional Medical Center 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 over tables of data. Participants expressed a desire to communicate this information in an engaging manner.

Senior Risk Manager
Libby Enz, BSN, RN, ARM, CPHRM, CPHQ and Hospital Security Officer
Priscilla Brooks
participate in our Mock Trials as judge and bailiff.

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

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