

Template for Developing Care Transitions Success Stories

When facts and information are framed in a compelling story, you will not only hold the attention of your targeted audience, but also make the information presented more memorable. A good story confronts an urgent challenge faced by your community, taps into the values of community members to address the challenge and motivates individuals to take action in correction of that challenge.

This tool provides a basic framework to support the development of a brief story about a successful individual care transition experience. The framework below highlights some potential topics to consider when developing stories.

Ask yourself, “Why you are sharing this particular story to this particular audience?” It is important to tailor key messages, format, and content to your target audience (whether it is patients, family members/caregivers, hospitals or other potential buyers of care transition services. Good use of individual stories will call your audience members to a specific action. Consider the choice you are asking others to make so that they may join you in that action. Highlight the details that root the values of the audience members in a motivating vision that challenges others to take part in your work.

Tips to Remember:

- **Think in terms of telling a story:** Connect personal values or goals to a choice/challenge and identify the outcome. Highlight that we cannot afford to operate as status quo. Stories should motivate/inspire change, not demonstrate model fidelity. Shy away from overuse of statistics unless particularly compelling. Instead, visually describe how the statistic would impact an individual (e.g. 56% of individuals live in a medically underserved area vs. the majority of individuals must travel at least 45 minutes to receive basic medical care).
- **Use active tense:** Write in active tense and include visual details to illustrate the individual of the story. Avoid passive tense and the overuse of “-ing” words.
- **Tailor the story:** To resonate with audiences, the message needs to be tailored, not only in content but also in presentation and delivery (example: written or oral).
- **Brief is better:** Approximately 5 minutes to deliver, less than a page to read
- **Call to Action:** When appropriate, end with a specific call to action in a specific timeframe to engage or motivate a stakeholder/audience to commit to action.
- ****Follow appropriate consent processes/protocols when developing success stories****

Template

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| Contact Information (optional, but allows for individuals to follow-up with you for more information about your program): | | |
| Key Contact for this Story | | |
| Position/Job Title | | |
| Organization Name | | |
| State | | |
| Contact Information | Phone: xxx-xxx-xxxx | Email: |
| Background information: | | |
| <p>If your audience includes stakeholders who are not familiar with your program or community, it may be helpful to provide a brief description of your site's care transitions program and key partners.</p> <p>Information You Might Consider Including:</p> <ul style="list-style-type: none"> • Evidence-based model or innovative program providing services: Describe your program model, including any elements unique to your partnership/program/community. • Key entities, partners, or organizations involved: Consider providing some information about the key program partners within your collaboration. If there are unique factors or a longstanding partnership or relationship, including those details may enrich the description of your collaboration and program. | | |
| Anecdote or success story: | | |
| <p>Not only do individual success stories resonate with many stakeholders, they also serve as critical tools to highlight important accomplishments of your partnership and describe impact of the program on the lives of individuals and their families. It can be challenging to translate what often starts as a case note from day-to-day activities into a compelling story that makes the case to potential stakeholders. Consider the following when developing a successful transition story:</p> <ul style="list-style-type: none"> • Background information on the individual or the community: Include a very brief summary of prior history for the individual can set the stage for the success story. • Role the NWD/SEP/ADRC played in this case and/or what service(s) was provided by the ADRC: Describe how NWD/SEP/ADRC staff serve as care transitions program staff; collaborate with healthcare and community providers; provide options counseling and make connections to services or partners; provide referrals; or engage in other activities that contribute to a successful transition and/or program. • Describe long-term services and supports the individual accessed in order to support community-based living: Long-term services and supports are key factors that contribute to an individual's ability to remain in the community. Describing that link provides a comprehensive picture of how the program addressed the individual's needs. • How the care transitions program impacted the individual, provider, and/or the community (outcomes): Describing the impact showcases the individual and/or caregiver's successful transition. • Describe what makes this story significant: Include information about why this success story was so significant or stands out to your staff or the program. | | |