The consumer perspective

- Patient, family, carer and consumer feedback about their experience

- Feedback avenues:
  - Quantitative data (eg patient surveys)
  - Complaints
  - Focus groups
  - Storytelling
More than feedback.....

Storytelling in medicine

• clinician stories, consumer stories

The power of storytelling in improving quality of care

Narrative competence: the set of skills required to recognize, absorb, interpret, and be moved by the stories one hears or reads.

Consumer stories of falls

- Prue Miller – story of Max Miller
  - Community fall
- Paul Sheaffe and his mother June – story of Percy Sheaffe
  - Fall in hospital

Personal recollections – not medical histories
Thank you

Prue & Paul
What were the messages you heard?
Learnings?

- From an active, independent and well life to....
- Fall prevention strategies
- Variability in delivery of care
- Communication skills
- Life context: A person is not just ‘a patient’
- Importance of family/carer support structures
Potential uses for these personal stories?
The power of patient stories

Educational tool

• Engendering empathy
• Reflection on practice

Falls risk assessment - in hospital setting

Public education

Promoting patient-based care approaches

• engaging patients & carers as team members

Using carer knowledge
What does Dennis Quaid have to do with patient/carer stories and safety?
Story Power: The secret weapon

Quaid D, Thao J, Denham C. (2010)


- Study of 675 hospitals where safety leaders showed staff a patient story highlighting failed communication & team work.
- 85% perceived that viewing the patient story had resulting in the saving of lives or had a positive effect on patient care
- Stories can inspire improvements in quality & safety
It’s the stories that stay with you
More than a story...
valuing engagement and seeking longer term change