Storytelling 101 Webinar

June 15, 2017

Welcome!

SHIPs	SMPs	MIPPAs
• State Health Insurance Assistance Program	• Senior Medicare Patrol	• Medicare Improvements for Patients and Providers Act

ACL = Administration for Community Living

Today's Presenter

Vanessa Chase Lockshin

President, The Storytelling Non-Profit

Fundraising and Communications Expert
Helped non-profits raise over $10 million

Author of *The Storytelling Non-Profit*

Speaker: Association of Fundraising Professionals, Council for Advancement and Support of Education, npEngage, BBCON15, Association of Donor Relations Professionals

Clients: BC Children's Hospital Foundation, Hope for the Nations, Education Media Foundation, A Rocha Canada, Boucher Institute of Naturopathic Medicine

Agenda

Storytelling 101

Resources

Q & A

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Storytelling 101

Presented by Vanessa Chase Lockshin
www.TheStorytellingNonProfit.com

What You'll Learn

- What is storytelling
- The role of storytelling at SMP/SHIP
- How storytelling can help you
- Answers to your questions

The Power of Story

What Is Storytelling

Storytelling is the process of combining facts and narrative told with details and emotions to an audience.

What Storytelling Is Not

- *Manipulative*

- *Unresolved or lacking future vision*

- *Perfection*

Question

What is the role of storytelling in our lives?

Stories Enrich Our Lives

1 *Stories introduce us to new information*

2 *Stories help us make sense of details*

3 *Stories help us feel connected*

The Knowledge Gap

Your Audience

SMP/SHIP and You

Stories

Elements of a Story

Connection

Character

Conflict

Resolution

Call to action

Question

Can you think of a time when storytelling would be useful to explain something?

Storytelling at SMP/SHIP

Storytelling at SMP/SHIP

Education
Awareness
Outreach
Volunteer Recruitment

Storytelling at SMP/SHIP

Education

Conduct Outreach and Education. SMPs give presentations to groups, exhibit at events, and work one-on-one with Medicare beneficiaries. Since 1997 more than 30 million people have been reached during community education events, more than 6.5 million beneficiaries have been educated and served, and more than 46,000 volunteers have been active.

Engage Volunteers. Protecting older persons' health, finances, and medical identity while saving precious Medicare dollars is a cause that attracts civic-minded Americans. The SMP program engages over 5,200 volunteers nationally who collectively contribute more than 155,000 hours each year.

Receive Beneficiary Complaints. When Medicare beneficiaries, caregivers, and family members bring their complaints to the SMP, the SMP makes a determination about whether or not fraud, errors, or abuse is suspected. When fraud or abuse is suspected, they make referrals to the appropriate state and federal agencies for further investigation.

Storytelling at SMP/SHIP

Education

Do you have questions or concerns about Medicare or Medicare-related health insurance plans and programs? SHIPs answer questions about Medicare and assist people in obtaining coverage through options that include the Original Medicare program, Medicare Advantage (Part C) Plans, Medicare Prescription Drug (Part D) Plans, and programs designed to help people with limited incomes pay for their health care, such as Medicaid, the Medicare Savings Program, and the Low Income Subsidy. SHIPs also help people compare Medicare Supplemental (Medigap) insurance policies and explain how these and other supplemental insurance options -- such as insurance plans for retirees -- work with Medicare. In addition, SHIPs provide information on long-term care insurance and, when needed, refer beneficiaries to agencies such as the Social Security Administration and local Medicaid offices for additional assistance.

*Source: https://www.shiptacenter.org/about-us/about-ships/

Storytelling at SMP/SHIP

Awareness and Outreach

Stories about why the work is necessary

Stories about the problem you solve

Stories that speak to your successes

Think: more than just numbers and statistics

Storytelling at SMP/SHIP

Awareness and Outreach

Medical identity theft occurs when a beneficiary's Medicare number is misused, either by a provider, a supplier, or by someone posing as the real beneficiary in order to receive medical care. Such Medicare numbers are considered "compromised." Medicare numbers are for life, even if stolen or misused, so a beneficiary whose number is compromised may be affected forever by false claims against his or her Medicare number.

*Source: https://www.smpresource.org/Content/Medicare-Fraud/Consequences-to-Beneficiaries.aspx

Storytelling at SMP/SHIP

Awareness and Outreach

Health Impact: Receiving health care from a fraudulent provider can mean the quality of the care is poor, the intervention is not medically necessary, or worse: The intervention is actually harmful. A beneficiary may later receive improper medical treatment from legitimate providers as a result of inaccurate medical records that contain:

- False diagnoses
- Records showing treatments that never occurred
- Misinformation about allergies
- Incorrect lab results

Additionally, because of inaccurate or fraudulent claims to Medicare, beneficiaries may be denied needed Medicare benefits. For example, some services have limits. If Medicare thinks such services were already provided, they will deny payment.

*Source: https://www.smpresource.org/Content/Medicare-Fraud/Consequences-to-Beneficiaries.aspx

Storytelling at SMP/SHIP

Awareness and Outreach

Do you want to learn more about your Medicare benefits? SHIPs give presentations and distribute information to help groups and individuals learn about Medicare benefits, coverage rules, written notices and forms, appeal rights and procedures, and much more.

*Source: https://www.shiptacenter.org/about-us/about-ships/

Storytelling at SMP/SHIP

Volunteer Recruitment

Stories about why people volunteer

Stories about volunteer impact

Stories about what volunteers do

Storytelling at SMP/SHIP

Volunteer Recruitment

Assisting with administration: Help with work such as copying, filing, data entry, and placing outbound phone calls in support of SMP activity

Distributing information: Help with transporting and disseminating SMP information materials to sites and events; may include presenting prepared copy or performing scripted activities for small groups

Staffing exhibits: Help by staffing information kiosks or exhibits at events such as health fairs; also may provide general information about SMP to the public and answer basic questions

Making group presentations: Help by giving presentations on SMP topics to small and large groups; may interact with the audience by answering questions and through discussion

Counseling: Help by having direct conversations with beneficiaries about their individual situations; may include review of personal information such as Medicare Summary Notices, billing statements, and other related financial and health documents

Managing complex interactions: Help with in-depth interactions with beneficiaries who are reporting specific instances of health care fraud, errors, and abuse; may act on behalf of a beneficiary to correct an error or refer suspected fraud and abuse to the appropriate authorities

*Source: https://www.smpresource.org/Content/Medicare-Fraud/Consequences-to-Beneficiaries.aspx

Storytelling at SMP/SHIP

FAQs about storytelling

How can I tell stories and protect someone's confidentiality?

Do I need permission to share an individual's story?

Does it always have to be a story about a person?

Using Stories in Your Role

Sharing Stories

Every conversation or presentation is an opportunity to tell a story.

Sharing Stories

Start by thinking about what your main point is.

Then consider who it is you are talking to. What will resonate with them?

Sharing Stories

Come up with a few anecdotes that you feel comfortable sharing.

Practice sharing them with friends and family.

Sharing Stories

Conversation with clients
At presentations
Volunteer recruitment
During community outreach
Volunteer training
In promotional materials
Other examples?

Personal Reflection

How can you be a storyteller
in your daily life?

Thank You!

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Resources

Heather Flory, The Center

Webinar Resources:
Today's recording and PowerPoint presentation

SHIPs

- Step 1: Login at www.shiptacenter.org/login.
- Step 2: Go to the Resource Library and view the "Recent" list or conduct a search.
  - *Tip: Search for keyword "storytelling."*

SMPs

- Step 1: Login to the SMP Resource Library at www.smpresource.org/resourcelibrary.
- Step 2: View the "Recent" list or conduct a search
  - *Tip: Search for keyword "storytelling."*

Tip: *Click the link to webinar resources provided in your emails from WebEx.*

SMPs: Find Resources in the Library

Step 1: Login to the SMP Resource Library at www.smpresource.org > Resources for SMPs.

Step 2: Search by **keyword** or use the **advanced search** to find a specific type of resource, origin, language, topic, etc.

Keyword Search Tip:
To find today's webinar resources, use keyword "storytelling."

Home > Resources

Resources

Search:

storytelling

Advanced Search

Status:

-- All Status --

Filter   Clear Filter   ☐ Show Only My Resources

Advanced Resource Search

Keyword Search:	**Status:**	**Origin:**	**Language:**
	-- All Status --	Center	-- All Languages --

Intended Audience:
-- All Audiences --

Type:

☐ Advertisement   ☐ Annual Report   ☐ Article/Newsletter

☐ Assessment/Survey ☐ Billboard   ☐ Brochure

SHIPs: Find Resources in the Library

Step 1: Log in at www.shiptacenter.org

Step 2: Search the SHIP Resource Library by **keyword** or **category**.

Keyword Search Tip:
To find today's webinar resources, use keyword "storytelling."

Use the categories to search by pre-filled lists.

Questions?

Thank you for participating in today's webinar!

This presentation is available for download from WebEx during the Q&A session.

If you have questions later,
SMPs, email: info@smpresource.org
SHIPs, email: info@shiptacenter.org