

## The AMA Health System Program: Elevating Recognition Through Storytelling

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One of the things that we have learned at the AMA is that often there is just no better way to tell a story than through the voices of physicians. Because storytelling is so much about the human connection. Hearing physician voices and hearing their stories is what connects to other people because they have the passion, they have the knowledge, they have the credibility, and they have the right voice.

At the AMA, our passion for storytelling is closely related to the mission. When we would go out and talk about all the things we were doing, health systems would say, “that’s great, we hear you have a lot of terrific initiatives in place, but we would like you to hear about what we’re doing. We have a lot of accomplishments and would really like you to help us tell that story.”

We could tell that there was a real need around communication because we saw three different things:

1. Health systems were trying to recognize and celebrate the accomplishments and focus of their organizations and their physicians.
2. Systems wanted to raise the profile of the work they were doing on a national stage.
3. Health Systems wished to enhance the reputation of their organization’s physicians, for their patients and for recruiting physicians to come work in their system.

You must practice and learn through experience how to tell those stories, how to get the most out of a physician to really hear that authentic voice come through. Once you have that magic, the message is compelling, the next challenge is reaching people.

Just because you create something and have a good message does not mean people will listen. The AMA spent so much time building media platforms to reach people on our digital properties, our website, our digital magazine, and our app. Our second focus was our social networks, we have really put an emphasis on building millions of followers across Facebook, Twitter, and Instagram so that we can reach people where they are.

One of the real privileges that I have had over the last six months is talking to a lot of health system leaders as part of our COVID 19 update. That has been a terrific platform to hear stories of health system leaders and physicians and how they are battling the COVID 19 pandemic. I never thought when we got into it that I’d be able to hear major health system leaders talk about what it is like to be on the front lines and how they are supporting their physicians in the middle of that. I loved hearing how Ochsner is on the frontiers of remote patient monitoring and telemedicine and how Permanente is taking a leading role in establishing equity, diversity, inclusion.

The most important thing is that we have real mission alignment with our health system partners on the things we are going to talk about. When we talk about physician wellness, when talk about making real headway against chronic conditions, when we talk about putting the physician’s voice at the center of innovation, these are the things that are important to us, and they are also the same things that are important to our health system partners, it becomes natural to be able to tell those stories.

*The AMA Health System Program delivers partners tailored physician and patient oriented solutions so that physicians can enhance patient care, receive recognition, and improve their professional satisfaction.*