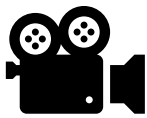




# Journey to High Reliability Healthcare: How Storytelling Fuels Engagement

In 2015, the Air Force Medical Service (AFMS) began its journey toward becoming a high reliability organization (HRO), termed "Trusted Care." Over the past four years, Trusted Care has worked to create a psychologically safe and improving environment by implementing leading principles, safety behavior tools, daily huddles, leadership rounding and process improvement boards.

AFMS has had proven success using storytelling and staff recognition to spread messages and initiate culture transformation through a variety of campaigns and programs along the journey toward becoming a high reliability organization. AFMS' storytelling efforts include: "What's Your Why?" Campaign (WYW), "How Do You C.A.R.E.?" (HDYC) Campaign and the Trusted Care Heroes Recognition Program.




## 2017 What's Your Why

Based on Simon Sinek's *Start with Why*, the WYW campaign was created to have Airmen the opportunity to identify and share through stories why high reliability is important to them as a way to increase staff engagement.



The 72<sup>nd</sup> Medical Group Lab was the winner of the Trusted Care What's Your Why? Editor's Choice award



The 15<sup>th</sup> Medical Group was the winner of the Trusted Care What's Your Why? People's Choice award

### Campaign Details

- Provided Airmen with tools to structure their stories with and a means to share their "why" with others
- Conducted from June–December 2017
- Demonstrated success with **65,397** Facebook video views and **5,915** Facebook engagements (likes, shares and comments) on the official Facebook page

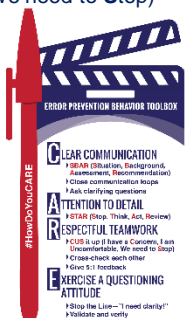
## 2018 How Do YOU CARE?

### Toolbox Overview

- Badge cards include safety behavior and error prevention tools based on Trusted Care Principles and widely accepted TeamSTEPS strategies to incorporate high reliability into daily work
- **C.A.R.E** stands for **C**lear Communication, **A**ttention to Detail, **R**espectful Teamwork and **E**xercise a Questioning Attitude
- Example Tools: SBAR (Situation, Background, Assessment, Recommendation), Ask clarifying questions, STAR (Stop, Think, Act, Review) and CUS it up (I have a Concern, I am Uncomfortable, We need to Stop)

### Campaign Details

- Designed to raise awareness about the C.A.R.E. tools through a video and essay contest after the success of the WYW Campaign
- Conducted from June–December 2018
- Demonstrated success with **60,116** Facebook video views and **2,322** Facebook engagements on the official AFMS Facebook page




## Trusted Care Heroes

Every one can be a hero, any day. We recognize Airmen who embody the Trusted Care Principles and Culture.

Each Major Command (MAJCOM) submits all of their Trusted Care Hero nominations to Headquarters Air Force.

Each month two Trusted Care Hero overall winners are selected based on how closely their actions align with the respective Theme of the Month, an AFMS theme based on a Trusted Care Domain or Principle.



**800+ Submissions**  
As of June 2019

## Questions?

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## Trusted Care Videos and Resources

Check out our videos on the AFMS Facebook Page: [www.facebook.com/pg/AirForceMedicalService/videos/?ref=page\\_internal](http://www.facebook.com/pg/AirForceMedicalService/videos/?ref=page_internal)  
Search "What's Your Why" or "How Do You C.A.R.E.?" for all videos