

## Telling the Story of Your Success

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Focused Aims, Simple Numbers, Memorable Stories

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## Goals Of Presentation

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- Understand how a Rapid Cycle Change Approach can be used to improve programs
- Stress the importance of identifying a limited number of specific aims
- Practice spreading the word of your success with stories



In 2003, we offered your average chemical dependency intensive outpatient program...

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- We did groups
- We thought we did O.K. with reasonably motivated clients
- It was kind of hard to get in (4 days)
- Our attendance wasn't very good



## How We Decided to Change

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- Set one goal (Reduce time from first call to face-to-face)
- Evaluate progress in three weeks
- Put everything we had into it

## Results—One Aim

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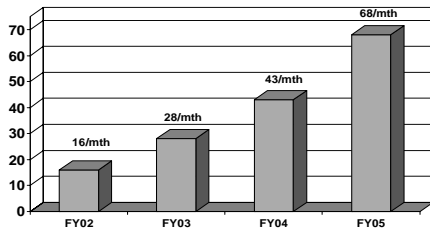
Average Wait Time Before the Change  
4.1 Days

Average Wait Time After the Change  
1.3 Days

## Acadia IOP Open Access

Open access has resulted in continued growth in the number of admissions

(project implemented in March 2003)



## The Original Network for the Improvement of Addiction Treatment

- 40 Agencies
- 4 Aims
- Rapid Cycle Performance Improvement
- Agency Level of Change



## The “simple” NIATx Aims

- 🕒 Reduce Waiting Times
- 🚫 Reduce No-Shows
- 👤 Increase Admissions
- ➡ Increase Continuation Rates

## The NIATx Beliefs

Process improvement has the potential to:

- Create customer-centered programs
- Be a way to attain and sustain goals
- Encourage consistency across programs by emphasizing ‘data’ driven approaches—evidence-based practices



## You Will Like it, You Will See.....

- Chemical Dependency IOP (2003)—Wait times 4.1 days to 1.3 days
- Pediatric Outpatient (2006)—Wait times 23.9 days to 3.4 days
- Mental Health IOP (2005)—Average monthly admissions from 20 per month to 31 per month
- Adult Outpatient (2008)—Wait times 25 days to 2.5 days



## The Importance of Storytelling

“Stories help us decide which facts to accept and which to reject. Just as hearts lead minds, stories should always precede data.”

-Terrence McNally

## Key Elements of a Good Story

- o Include details of the characters and setting
- o Highlight emotion
- o Introduce a point of conflict
- o Impart meaning rather than data

## How Much Data in Your Story?

One  
Takeaway  
Fact



## No Story Here.....

**BASIS-24 SCORES**  
**NARCOTICS TREATMENT PROGRAM**  
**All Matched Cases 2006-2007**

	Depression and Daily Functioning	Difficulty with Relationship	Thoughts of Self-Harm*	Emotional Instability*	Psychosis	Substance Abuse	Overall Score	Number of Subjects
Average (Mean) Admission Score	1.77	1.49	0.28	1.91	0.67	2.16	1.52	77
Average (Mean) 3-Month Followup Score	1.21	1.35	0.21	1.57	0.49	0.91	1.08	77
Average (Mean) Improvement Score	0.56	0.14	0.07	0.34	0.18	1.25	0.44	77

## A Better Story

“By their own report, people in our Narcotics Treatment Program Improved 58% in terms of addiction, and 29% overall.”

### Storytelling Exercise

1. Work with people from your program to develop a 1-minute story about the work you have accomplished in this grant. Include one takeaway fact.
2. Tell your story to the people at the next table—and ask for constructive feedback.

### Maine and STAR-SI: Just Keep Swimming



### Using Rapid Cycle Performance Improvement Across an Entire State

Set one goal (Reduce time from first call to face-to-face)

Evaluate progress in three weeks

Put everything we had into it

### Maine

