Welcome to our Virtual Waiting Room!

While you wait for the session to start, please take time to:

1. Familiarize yourself with BlueJeans
2. Check your name- update first and last if incorrect ➢ 1 in the picture
3. Visit the chat window ➢ 2 in the picture
4. Visit the question & answers window ➢ 3 in the picture

BlueJeans Participant Screen

Attendee View
(David Lee)

- Event title
- Speaker Volume
- Mute Speaker
- Full Screen

Entry banner alerts Attendee that nobody will be able to see or hear them.

- Exit the event
- Main (roster) view
- Chat w/ everyone
- Chat w/ Moderator
- Questions & Answers
- Expand side navigation (display Presenter roster)
- Settings (choose which speaker to use)
Lunch with Leaders LIVECast: Telling a Story with Data

December 2, 2021
What’s in the Mail?

What did you enjoy about the last session: Delivering Value at Penn Medicine?

This session was a **great change of pace**. While our traditional leadership topics are important; it was so important for us to pause for this cause.

I was encouraged to see how connected we were to our communities. **Bravo for highlighting this important work!**

Love seeing all of the comments in the chat about the community efforts!

**Post-event feedback and anonymous comments from the evaluation survey**
Listen to the Book Club Recordings

December 1 with Dorothy Roberts

Penn Medicine Book Club
30 Second Challenge: We Want To Feature You for Holiday Spectacular!

Take a short video of yourself and tell us what you love about Lunch with Leaders in **30 seconds or less**

- What’s the best learning from Lunch with Leaders?
- What key takeaways have you put into practice?
- Most memorable moment?
- Favorite guest?

Text your recording to **215-279-1935** by Dec 7

*Please include your name and entity in the text message*
Obtaining CME/CE Credit

To received CME/CE credits:

Text the event code to (215) 398-6728

Login at [https://upenn.cloud-cme.com](https://upenn.cloud-cme.com) and enter the event code via My CE/CME >> Claim Credit

CloudCME app – Institution Code UPENN; enter the event code via Claim Credit

For further assistance, please contact [penncme@pennmedicine.upenn.edu](mailto:penncme@pennmedicine.upenn.edu).
Today’s Objectives

- Explore how to drive action and change behaviors by telling compelling stories
- Discuss top tips for bringing key stakeholders together and moving to a solution
- Understand how to use relevant data and powerful visuals to gain trust and build engagement
- Share your experiences and identify opportunities to enhance your development in presentation and delivery skills
Participate in Poll Everywhere

#1

#2 What emotions are you feeling today?
Lunch with Leaders Guests

Chad Johnston
AVP, Strategic Decision Support, UPHS

Toni Donovan
VP, Marketing, LGH

Lea Rubini
Director, Change Management, PMA
What emotions are you feeling today?
Quizzo

How would you title this data?

On your computer go to https://www.menti.com/514nh3tn6h

No need to download the app
**KEY TAKEAWAYS**

1. Begin with a compelling, actionable objective
2. Craft your story from your audience’s perspective
3. Leverage the right graphic, font and color
4. Simplify – addition through deletion

*Every data set, slide and story must support your objective*
As of today, the mask mandate is lifted in Pennsylvania. You still need to follow specific guidelines at your workplace, in healthcare settings and businesses, and face coverings continue to be required on public transportation.

75% of eligible adults in PA have received at least one dose of the COVID-19 vaccine and 59% are fully vaccinated. We encourage everyone over the age of 12 to get a vaccine. Vaccination offers more protection against the coronavirus for everyone and is the fastest and safest way to return to our normal activities. Through this Wednesday, June 30, you can walk in to Vaccinate Lancaster at Park City Center for a vaccine. Other options are available through LG Health and the Office of Aging. Find more information here: https://bit.ly/3nLVExG

Our data continues to move in the wrong direction, with 79 patients with COVID-19 currently hospitalized at Lancaster General Hospital. Vaccination continues to offer the best protection against the virus and helps prevent COVID-19 variants from developing. If you or your children ages 5 and older haven’t gotten a COVID-19 vaccine, please consider getting vaccinated (and boosted, if eligible) to protect yourself and others. https://bit.ly/3nBFYaq
“I think you should be more explicit here in step two.”
NEW! Leadership Pathway

Drive action and change behaviors by telling compelling stories supported with relevant data and powerful visuals.

Telling a Story with Data

Data does not make decisions; people do.

- The goal of telling a story with data is to influence others to take specific action.
- To do it effectively, build trust with your audience by understanding their perspective and needs.

- Hear from our Penn Medicine leaders
- Learn how to persuade by understanding your audience
- Leverage best practices on design and data storytelling

Link to the pathway
Thank you, Telling a Story with Data Contributors!!

Allyson Fulmer
Beth Johnston
Carolyn Hewson
Chad Johnston
Chris Barba
Cindy Morgan
Dan Robertson
Debbie Foster
Debbie Rosenbaum
Elizabeth Ross
George Crowley
Gretchen Kolb
Kyle Garrett
Kylie Todaro
Lea Rubini
Lee Leibowitz
Mac Todman
Matt Van Der Tuyn
Paul Staehle
Philynn Hepschmidt
Robin Ward

Drive action and change behaviors by telling compelling stories supported with relevant data and powerful visuals.

Successful leaders:
- Know their objective.
- Leverage the right data.
- Understand the context.
- Gain the trust of their audience.
- Use stories to engage and build interest.
The PMA Pathways

Resources curated into one easy to navigate, step by step pathway to address common questions

**Leading Self**
1. **Dream Careers Realized**
2. **Building an Even Better Relationship with Your Manager**

**Leading Others**
1. **Developing High Potentials**
2. **Engaging High Potentials at Risk of Leaving**
3. **Setting New Employees up for Success**
4. **Promoting a Feedback Rich Environment**
5. **Having More Development Feedback Conversations**
6. **Managing Underperforming Employees**
7. **Making the Performance Review more Productive**
8. **Setting a Team up for Success**
9. **Leading a Virtual Team Successfully**
10. **Leading Engaging Virtual Meetings and Training**
11. **Talking about Diversity and Inclusion with Your Team**
12. **Managing Offboarding and Transition Planning**
13. **Creating Customized Leadership Development Activities for my Team**
14. **NEW! Guiding Your Employees to their Dream Careers**

**Leading the Business**
1. **NEW! Telling a Story with Data**
Upcoming Lunch with Leaders

Dec 16  Holiday Spectacular: Year in Review

We will be back on January 13, 2022!

Visit Lead Strong Site to add the series to your Outlook calendar.

2021 Date: 12/16
2022 Dates: 1/13, 1/27, 2/10, 2/24, 3/10, 3/24, 4/7, 4/21 and beyond
Big Thanks to our Core Production Crew!

**Gretchen Kolb**, Director, Learning Innovation, HR/PMA

**Jen Rader**, Manager, Learning Solutions, HR/PMA

**Young Un Cho**, Senior Consultant, Talent Mgmt. & Leadership, HR/PMA

**Casey O’Neill**, Administrative Coordinator, HR/PMA

**Peter Lisacchi**, Coordinator, HR/PMA

**Ray Rollins**, Associate Director for Classroom Technology

**Joe Lavin**, Manager For Classroom Technology

**Debbie Foster**, Senior Director, Internal Communications

**James Bizzell**, Multimedia Designer, Internal Communications

**Vaughn Wurst**, Manager, CME Office
Appendix
How are we performing?

### BEFORE

<table>
<thead>
<tr>
<th></th>
<th>FY 17</th>
<th>FY 18</th>
<th>FY 19</th>
<th>FY 20</th>
<th>FY 21</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admissions</td>
<td>25,621</td>
<td>30,835</td>
<td>38,246</td>
<td>40,201</td>
<td>40,929</td>
</tr>
<tr>
<td>Visits</td>
<td>381,766</td>
<td>523,273</td>
<td>669,173</td>
<td>670,983</td>
<td>720,522</td>
</tr>
<tr>
<td>Revenue</td>
<td>$149,608,907.00</td>
<td>$163,524,830.00</td>
<td>$185,698,587.00</td>
<td>$234,557,653.00</td>
<td>$286,853,040.00</td>
</tr>
<tr>
<td>GOM</td>
<td>$(296,434.00)</td>
<td>$2,914,386.00</td>
<td>$7,674,579.00</td>
<td>$9,568,408.00</td>
<td>$14,036,772.00</td>
</tr>
<tr>
<td>GOM % of Rev</td>
<td>0.20%</td>
<td>1.78%</td>
<td>4.13%</td>
<td>4.08%</td>
<td>5.26%</td>
</tr>
</tbody>
</table>

### AFTER

- Leverages pictures to demonstrate growth trends
- Enhanced font color on key takeaways

Penn Medicine at Home has grown significantly between FY17 and FY21.

Visits: 89%
Admissions: 59%
Revenue: 78%

We are adding to our Penn Medicine at Home family every year.

- Penn Care at Home
- Penn Medicine at Home
- Neighborhood Visiting Nurse Association
- Penn Hospice at Wilmot
- Cutting Edge

We are adding to our Penn Medicine at Home family every year.

- Penn Hospice at Doctor's Office
- Penn Medicine at Home
- Hospice
- Community Health Workers
- Penn Home Outpatient Therapy
What is a competitive retail price?

BEFORE

AFTER

- Bottom line upfront
- Enhancements to draw the eye

To be competitive, we recommend introducing our product **below** the $223 **average** price point in the **$150-$200** range.

Retail price over time by product

Cole Nussbaumer Knaflic, 
*Storytelling with Data*
Do we have enough capacity to manage patient volume?

### BEFORE

<table>
<thead>
<tr>
<th>Time</th>
<th>Max Capacity</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>0:00</td>
<td>96</td>
<td>72.30</td>
</tr>
<tr>
<td>1:00</td>
<td>97</td>
<td>72.86</td>
</tr>
<tr>
<td>2:00</td>
<td>97</td>
<td>73.14</td>
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<tr>
<td>3:00</td>
<td>97</td>
<td>73.40</td>
</tr>
<tr>
<td>4:00</td>
<td>97</td>
<td>73.58</td>
</tr>
<tr>
<td>5:00</td>
<td>97</td>
<td>73.12</td>
</tr>
<tr>
<td>6:00</td>
<td>100</td>
<td>75.71</td>
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<tr>
<td>7:00</td>
<td>97</td>
<td>75.21</td>
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<tr>
<td>8:00</td>
<td>101</td>
<td>76.34</td>
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<td>9:00</td>
<td>102</td>
<td>75.84</td>
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<tr>
<td>10:00</td>
<td>103</td>
<td>75.75</td>
</tr>
<tr>
<td>11:00</td>
<td>104</td>
<td>75.60</td>
</tr>
<tr>
<td>12:00</td>
<td>102</td>
<td>74.02</td>
</tr>
<tr>
<td>13:00</td>
<td>102</td>
<td>72.74</td>
</tr>
<tr>
<td>14:00</td>
<td>102</td>
<td>71.47</td>
</tr>
<tr>
<td>15:00</td>
<td>100</td>
<td>69.97</td>
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<tr>
<td>16:00</td>
<td>100</td>
<td>69.47</td>
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<tr>
<td>17:00</td>
<td>100</td>
<td>69.39</td>
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<tr>
<td>18:00</td>
<td>97</td>
<td>69.86</td>
</tr>
<tr>
<td>19:00</td>
<td>95</td>
<td>70.50</td>
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<tr>
<td>20:00</td>
<td>94</td>
<td>70.75</td>
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<tr>
<td>21:00</td>
<td>94</td>
<td>71.43</td>
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<tr>
<td>22:00</td>
<td>95</td>
<td>72.26</td>
</tr>
<tr>
<td>23:00</td>
<td>96</td>
<td>72.81</td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
<td><strong>104</strong></td>
<td><strong>72.81</strong></td>
</tr>
</tbody>
</table>

### AFTER

- Heat map allows audience to interpret data immediately
- Conclusion aligns with expert’s knowledge of the problem
How do we respond to ticket trends?

BEFORE

Leverages the right chart to demonstrate trends
Call outs to clearly define the ask

AFTER

Cole Nussbaumer Knaflic, *Storytelling with Data*
What opportunities exist to impact Patient Experience?

BEFORE

<table>
<thead>
<tr>
<th>Questions</th>
<th>Top Box</th>
<th>Sample Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Right away apt as soon as needed</td>
<td>100</td>
<td>107</td>
</tr>
<tr>
<td>Phn during off hrs answer same day</td>
<td>10</td>
<td>52</td>
</tr>
<tr>
<td>Spend enough time with you</td>
<td>97.33</td>
<td>225</td>
</tr>
<tr>
<td>Know important info medical history</td>
<td>93.39</td>
<td>227</td>
</tr>
<tr>
<td>Provider have medical records</td>
<td>99.11</td>
<td>225</td>
</tr>
<tr>
<td>Routine aptt/chk-up soon as needed</td>
<td>98.65</td>
<td>148</td>
</tr>
<tr>
<td>Health team ask about fxs meds</td>
<td>99.9</td>
<td>157</td>
</tr>
<tr>
<td>Clerks/receptionists helpful</td>
<td>94.87</td>
<td>226</td>
</tr>
<tr>
<td>Our sensitivity to patients' needs†</td>
<td>81.21</td>
<td>149</td>
</tr>
<tr>
<td>Give easy to understand instruction</td>
<td>94.84</td>
<td>226</td>
</tr>
<tr>
<td>Show respect for what you say</td>
<td>97.33</td>
<td>225</td>
</tr>
<tr>
<td>Staff worked together care for you†</td>
<td>82.3</td>
<td>226</td>
</tr>
<tr>
<td>Clerks treat with courtesy/respect</td>
<td>96.07</td>
<td>226</td>
</tr>
<tr>
<td>Provider listen carefully to you</td>
<td>95.9</td>
<td>224</td>
</tr>
<tr>
<td>Rate provider 0-10</td>
<td>88.5</td>
<td>226</td>
</tr>
<tr>
<td>Provider expl in way you understand</td>
<td>95.28</td>
<td>226</td>
</tr>
<tr>
<td>CP coordinates your medical care †</td>
<td>80.36</td>
<td>226</td>
</tr>
<tr>
<td>Cleanliness of our practice †</td>
<td>83.12</td>
<td>77</td>
</tr>
<tr>
<td>Likelihood of recommending †</td>
<td>80.97</td>
<td>226</td>
</tr>
<tr>
<td>Patients' confidence in CP †</td>
<td>83.33</td>
<td>54</td>
</tr>
<tr>
<td>See provider w/n 15 min this visit</td>
<td>82.82</td>
<td>227</td>
</tr>
<tr>
<td>Office follow-up w test results</td>
<td>68.42</td>
<td>114</td>
</tr>
<tr>
<td>Cleanliness of practice †</td>
<td>80.54</td>
<td>149</td>
</tr>
<tr>
<td>Likelihood of recommending CP †</td>
<td>80.53</td>
<td>226</td>
</tr>
<tr>
<td>Our sensitivity to patients' needs †</td>
<td>75</td>
<td>76</td>
</tr>
</tbody>
</table>

AFTER

- Focus attention on celebrations and opportunities
- Leverage national benchmarks for comparison

- Leading in eight categories
- Maintaining in five categories
- Improvement need in four categories
Did our pilot work?

BEFORE

Survey Results

PRE: How do you feel about doing science?
- Bored: 19%
- Not great: 25%
- OK: 40%
- Kind of interested: 6%
- Excited: 5%

POST: How do you feel about doing science?
- Bored: 12%
- Not great: 12%
- OK: 38%
- Kind of interested: 14%
- Excited: 6%

AFTER

- Bottom line upfront
- Enhanced font color on key takeaways

Pilot program was a success

How do you feel about science?

BEFORE program, the majority of children felt just OK about science.

AFTER program, more children were Kind of interested & Excited about science.

Based on survey of 100 students conducted before and after pilot program (100% response rate on both surveys).

Cole Nussbaumer Knaflic, Telling a Story with Data