Title : Workshop : The power of storytelling in healthcare

People are bombarded with health-related messaging and content daily. This information can both educate communities and influence their behaviour. Understanding the influence and managing its impact across the patients' journey is critical for healthcare practitioners and marketers.

Communicating about health takes place intra-individually, interpersonally, within groups and networks, in health care organizations, in policymaking forums, in the mass media, online, within and between institutions, and in society. Using the proper channels with appropriate messaging is critical for success.

As a communication expert with experience in healthcare, the presentation discusses Storytelling as a communication tool for health communications. While there is considerable discussion on the use of stories and storytelling as a communication tool in various industries, few accounts describe the use and impact of Storytelling across the spectrum of the healthcare ecosystem.

Narratives play a role in understanding patients' experiences in the clinical encounter; and through stories communicating health information in a persuasive, easily understood manner in various settings. Storytelling plays a vital role as a counselling strategy, a technique for information gathering and teaching

The presentation will examine the role of narrative in medicine by presenting various theories and extant work supporting its use in interpersonal and mass communication settings, highlighting the background and theoretical support for its use as a message strategy and a communication and educational tool.

Biography

Ms Meera Tenguria, a graduate in Microbiology, a diploma in Business Management and a Masters in Sociology is a communications expert with over 30 years of experience in guiding various organisations in using communications as a strategic tool.

She has worked with healthcare sector advising companies in genomics, hospitals, and not for profits in creating awareness, advocacy and marketing.

She has developed and conducted training programs for medical professionals on marketing, patient communications and new media.

She is an expert in content strategy and using story telling as a communication tool.

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