

Communication Untapped



Seven Keys to Better Communication

The Messengers



Dr. Todd Wolynn

Executive Director

The Trusted Messenger Program

The Messengers



Chad Hermann

Vice President of Communication and Strategy

The Trusted Messenger Program

Not So Long Ago, in a Practice Not So Far Away



UPMC



Top Quality Practice Outcomes

- Immunizations (#1 HPV in PA)
- Well/Preventive Visits
- Screenings

Local HCPs as trained Trusted Messengers
with appropriate resources and support



Quality, Connection, Communication



LA
Times



THE NATIONAL
PRESS CLUB

Ph
1



People

BUSTING
MYTHS
ABOUT THE
COVID-19
VACCINE



Fact-Check
“It’s important
for health care
providers to fight
the anti-vaccine
movement,” says
Hermann (right,
with Wollynn).

Vaccine Warriors

DR. TODD WOLYNN AND CHAD HERMANN TAKE ON ANTI-VAX
FALSEHOODS WITH A HEALTHY DOSE OF SCIENCE AND HUMOR

the
ardian

NT
AR



mist

M S



Trusted Messenger Program

Trust in U.S. Institutions is at an All-Time Low



Academia



Medicine



Public Health



Government



A FUNDAMENTAL TRUTH

We're not failing at the science.



A FUNDAMENTAL TRUTH

We're not failing at the science.

**We're failing at the *communication*
of the science.**



A FUNDAMENTAL TRUTH

**Good communication is essential
to good health care.**



A large white speech bubble with a blue outline is positioned on the left side of the image. The word "Communication" is written in blue text inside the bubble. The background is a solid blue color.

Communication

Communication

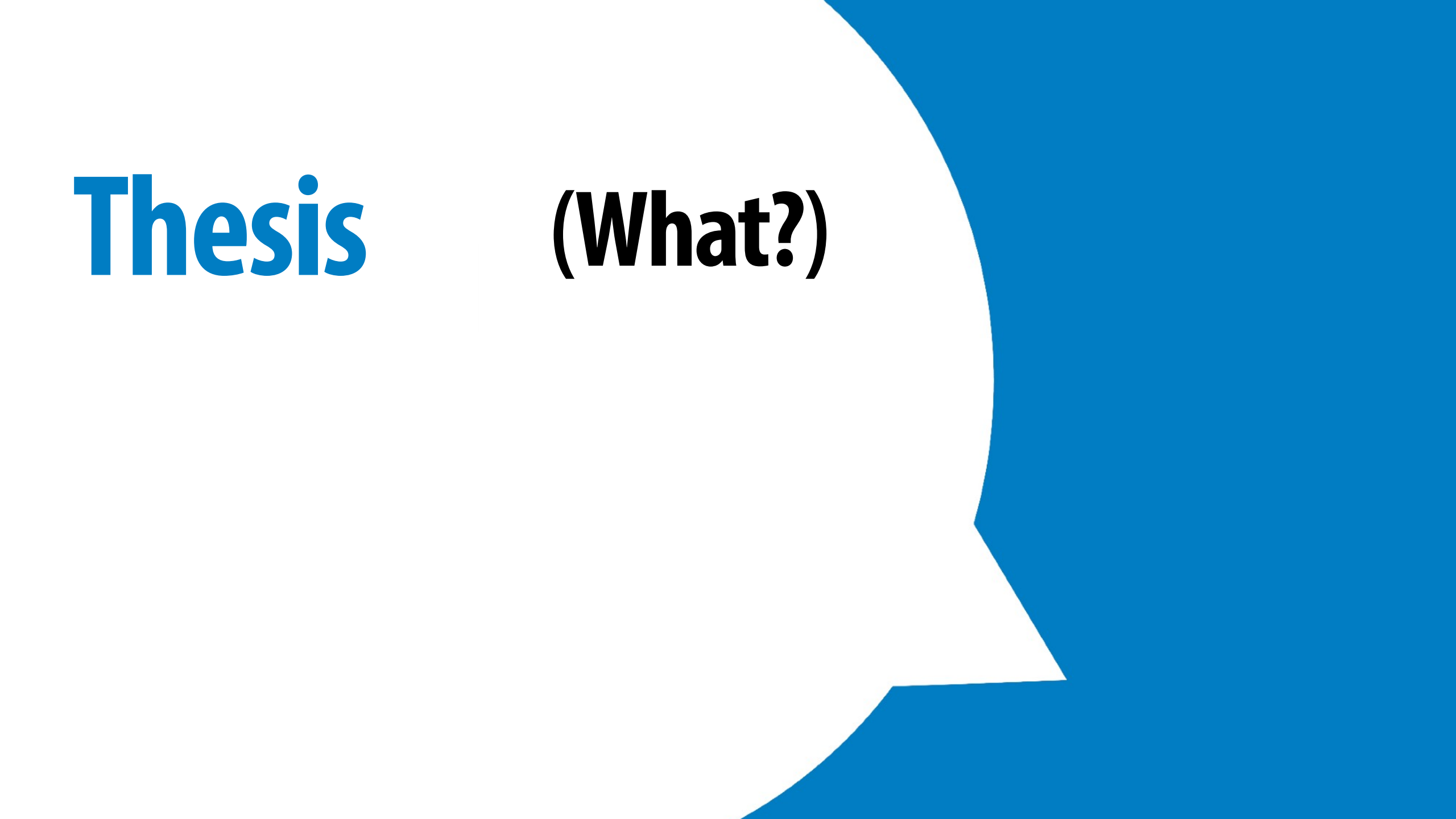
transfer of information

Communication

transfer of information
and **meaning**

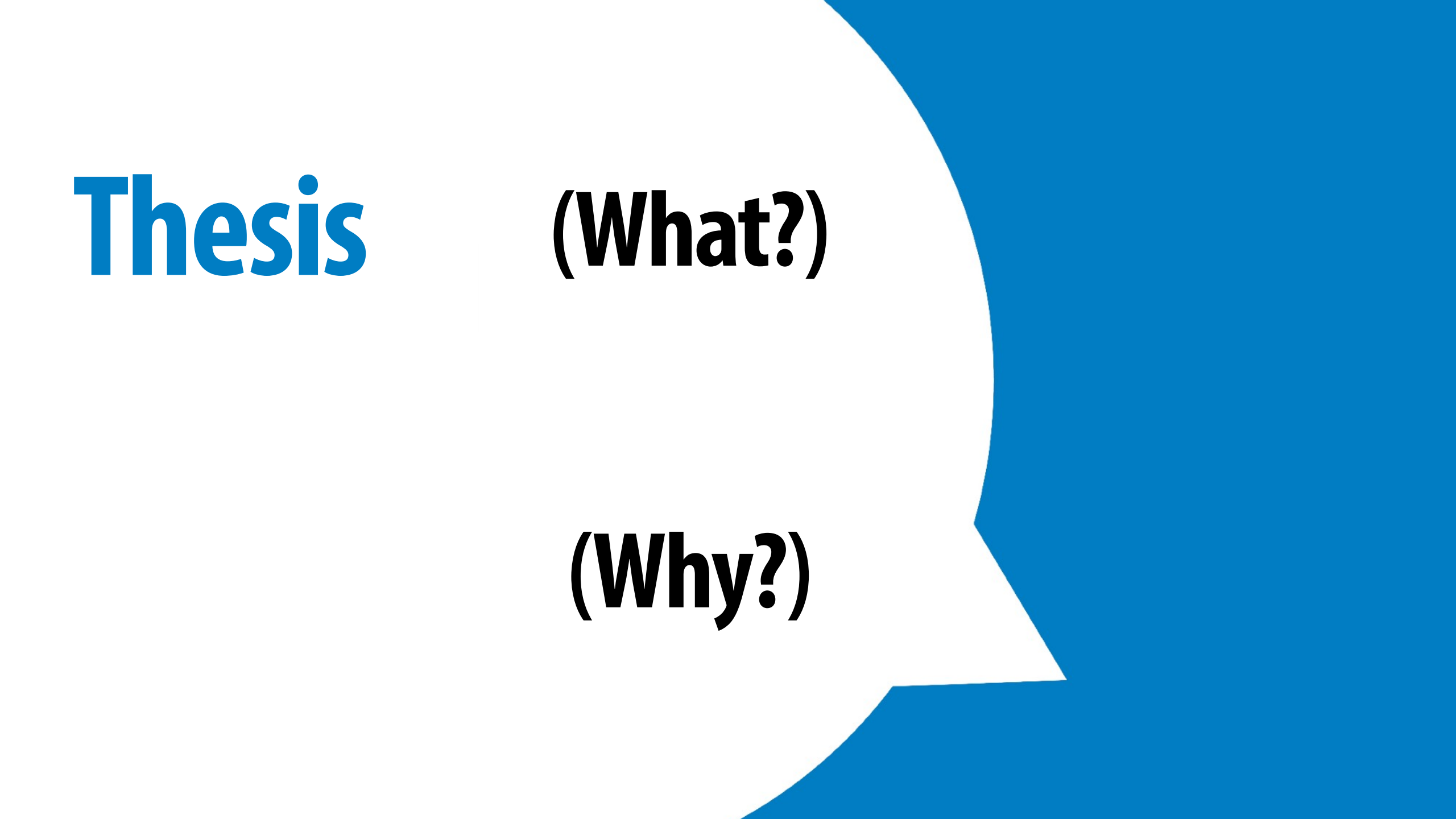
Thesis



A large white speech bubble with a blue outline, pointing towards the bottom right. The background is a solid blue color.

Thesis

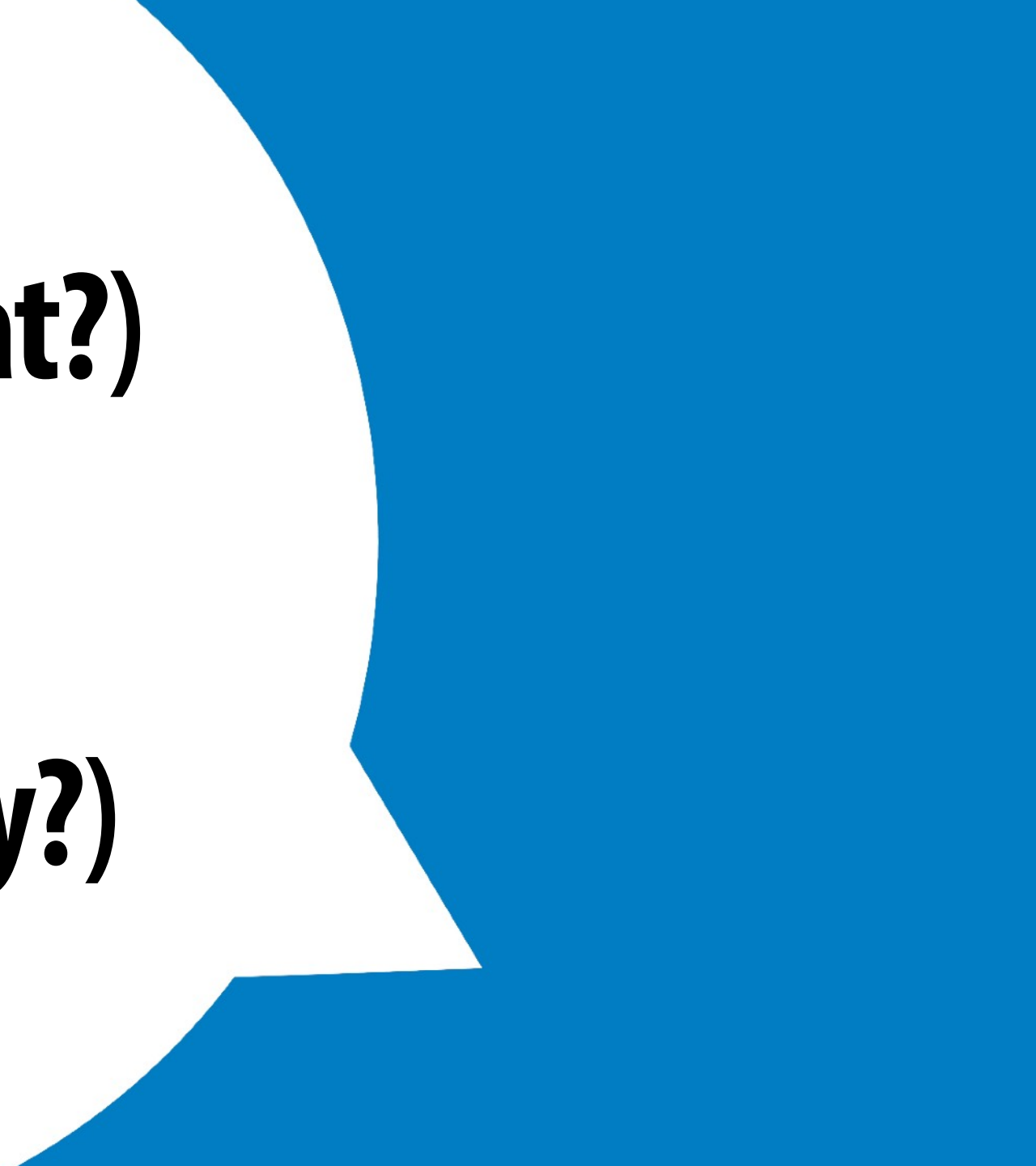
(What?)

A large white speech bubble with a blue outline is positioned on the right side of the image. The bubble is open at the bottom, and its tail points towards the bottom right corner. The background is a solid blue color.

Thesis

(What?)

(Why?)

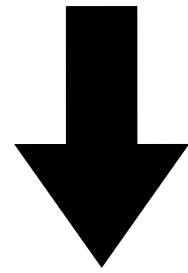
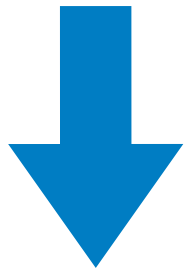


Thesis **(What?)**

Exigence **(Why?)**

Thesis

(What?)



Exigence

(Why?)

Communication

transfer of **what** and **why**



seven keys



purpose



To Do:



audience











It's not about you.

It's not about you.

It's about **them.**

It's not about what you know.

It's not about what you know.

It's about what they need.

benefits



A person from the chest up, wearing a dark grey sweater over a white collared shirt, holds a bright yellow rectangular sign with both hands. The sign features the text 'WIIFM?' in a bold, black, serif font. The background is plain white.

WIIFM?

storytelling





**The numbers speak
for themselves**



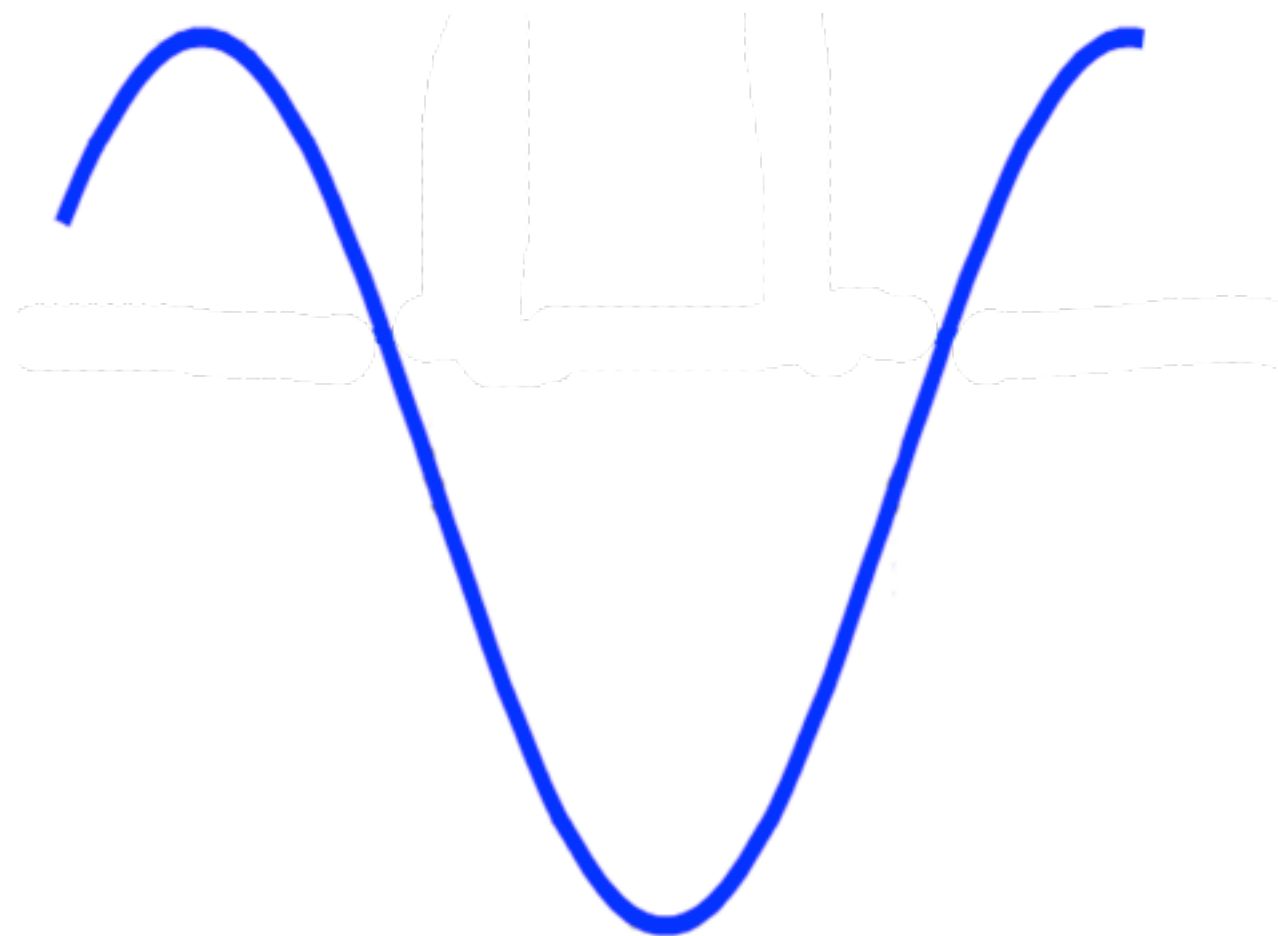
2,30	0,78	2,05	3,65	125,81	3,11	2,93	0,38	5,60	0,38	1471,07	0,09	709,03	3,00	0,59	3,31
2,38	0,37	1,91	4,40	2323,24	0,09	3,51	0,87	8,41	0,95	914,66	0,06	1327,74	3,30	0,48	7,67
3,55	0,21	8,71	6,55	1594,12	0,76	2,65	0,87	6,75	0,28	85,12	0,09	1411,79	0,62	0,51	1,72
1,56	1,00	9,94	5,76	469,27	2,00	3,33	0,29	3,27	0,12	465,72	0,10	876,32	1,59	0,40	6,52
3,22	0,23	8,67	9,37	2732,85	3,97	2,09	0,87	2,55	0,35	709,47	0,63	578,75	2,13	0,51	3,77
3,07	0,72	9,24	2,78	2651,43	3,39	2,58	0,80	6,03	0,51	760,97	0,69	861,46	2,96	0,20	8,66
3,87	0,34	6,79	12,34	2527,24	1,33	1,05	0,44	1,74	0,54	1356,87	0,34	32,70	3,04	0,17	4,76
2,11	0,95	5,56	7,40	2456,72	3,93	2,53	0,93	9,67	0,67	724,29	0,56	1289,59	0,26	0,08	8,29
0,08	0,48	1,15	5,87	725,54	3,46	0,54	0,52	9,93	0,61	761,89	0,12	1094,29	1,87	0,36	1,72
0,47	0,20	3,47	4,93	550,27	2,64	2,96	0,40	2,63	0,01	427,00	0,23	151,58	1,87	0,32	8,47
3,37	0,67	6,79	5,06	2381,59	3,91	3,50	0,46	1,51	0,66	1041,39	0,74	203,37	3,49	0,17	9,75
3,09	0,79	2,64	10,08	555,95	2,12	3,39	0,41	8,17	0,46	474,42	0,80	518,52	0,37	0,61	4,61
3,53	0,29	3,78	10,28	1703,54	2,62	1,48	0,73	5,03	0,72	1064,99	0,36	1235,64	2,10	0,58	5,72
2,90	0,24	8,41	7,97	2709,97	1,14	1,85	0,66	4,10	0,85	785,67	0,65	564,38	1,83	0,99	8,04
1,28	0,21	3,37	3,65	583,04	2,60	3,35	0,99	9,35	0,47	509,87	0,58	1017,06	1,16	0,24	7,85
1,15	0,42	1,04	6,95	1740,97	0,65	1,72	0,50	3,31	0,99	554,40	0,45	532,16	0,89	0,46	4,58
0,46	0,25	9,29	11,22	2517,79	0,65	3,42	0,89	1,87	0,20	591,13	0,95	291,18	0,08	0,06	8,58
3,02	0,49	5,72	3,82	2678,46	1,04	0,16	0,30	1,35	0,64	484,95	0,89	947,69	0,77	0,76	5,37
3,36	0,19	1,31	2,07	1347,92	1,36	2,39	0,78	5,09	0,47	489,27	0,16	879,93	2,99	0,39	0,87
2,05	0,58	3,64	8,96	1846,06	0,91	0,31	0,09	0,51	0,48	63,67	0,55	470,34	2,89	0,89	7,79
2,03	0,16	7,66	4,91	891,12	0,03	3,57	0,16	4,95	0,76	921,14	0,59	1037,76	0,58	0,03	3,92
0,13	0,41	7,12	6,92	40,49	2,74	0,09	0,46	6,93	0,31	133,44	0,14	1193,00	0,57	0,90	6,11
0,44	0,34	9,34	6,81	1630,48	0,88	2,22	0,90	9,30	0,08	50,27	0,10	5,57	0,91	0,08	8,28
0,05	0,00	6,95	10,84	207,69	1,38	2,92	0,19	1,40	0,93	1135,34	0,20	53,15	2,16	0,22	8,95
0,10	0,03	8,89	3,68	717,38	0,66	2,29	0,86	2,57	0,39	835,94	0,18	962,82	1,51	0,13	6,97
0,12	0,75	6,44	4,89	2043,60	3,84	0,61	0,68	1,40	0,29	727,27	0,74	1204,18	1,30	0,98	8,89
0,08	0,26	1,16	5,76	868,02	0,09	0,12	0,39	7,41	0,87	580,05	0,58	109,72	2,95	0,43	1,69
1,45	0,62	6,98	3,71	2405,14	0,97	3,24	0,80	1,08	0,88	748,43	0,14	542,76	0,12	0,03	4,10
1,87	0,11	8,38	12,54	1273,40	1,95	0,03	1,00	3,99	0,49	726,86	0,94	1162,10	1,34	0,10	0,88
2,56	0,45	2,59	3,24	257,61	0,03	3,84	0,60	2,64	0,46	82,33	0,72	284,76	0,01	0,56	3,99
0,87	0,84	7,59	7,83	2521,09	0,66	3,32	0,89	1,54	0,05	1308,94	0,29	1010,33	3,47	0,47	2,34
2,43	0,32	2,16	9,47	2675,60	0,55	1,12	0,82	1,82	0,69	1363,89	0,38	217,50	2,28	0,25	0,45
1,31	0,42	0,02	10,27	1230,40	1,02	0,80	0,03	3,77	0,65	637,31	0,87	950,68	3,58	0,34	0,53
2,84	0,40	2,13	10,00	2598,90	3,07	2,77	0,47	3,35	0,35	329,60	0,19	677,52	1,18	0,51	4,45
1,27	0,79	9,23	1,69	241,23	1,31	1,40	0,95	6,62	0,93	481,56	0,29	530,81	3,17	0,98	5,09
3,48	0,42	2,91	5,97	1944,43	2,56	2,69	0,49	0,09	0,26	640,67	0,82	266,52	3,17	0,28	4,62
2,04	0,73	0,98	6,34	1942,23	3,22	0,44	0,15	3,33	0,38	1014,61	0,30	1369,92	0,42	0,18	2,39
2,10	0,23	2,64	1,10	401,34	1,71	4,00	0,01	6,93	0,96	972,43	0,58	374,00	3,91	0,16	2,39
2,45	0,17	9,59	12,72	1741,92	1,61	2,01	0,85	5,28	0,31	1301,69	0,92	296,95	3,18	0,01	4,60
0,36	0,58	3,94	4,44	1293,62	0,71	0,47	0,07	2,17	0,88	1206,34	0,90	1425,36	0,36	0,93	6,40

You speak
for the numbers.

EXIT

THOSE WHO TELL
Stories
THE
RULE THE WORLD

NATIVE AMERICAN PROVERB



25%

the percentage of things you say
your audience will actually remember

Grabber



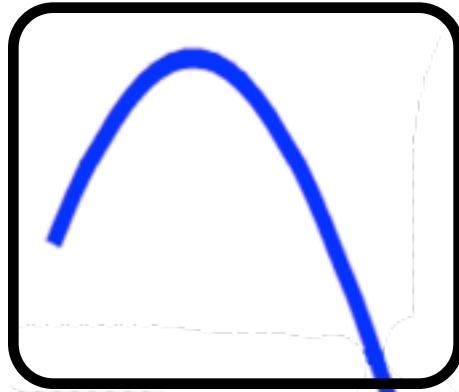


Clincher

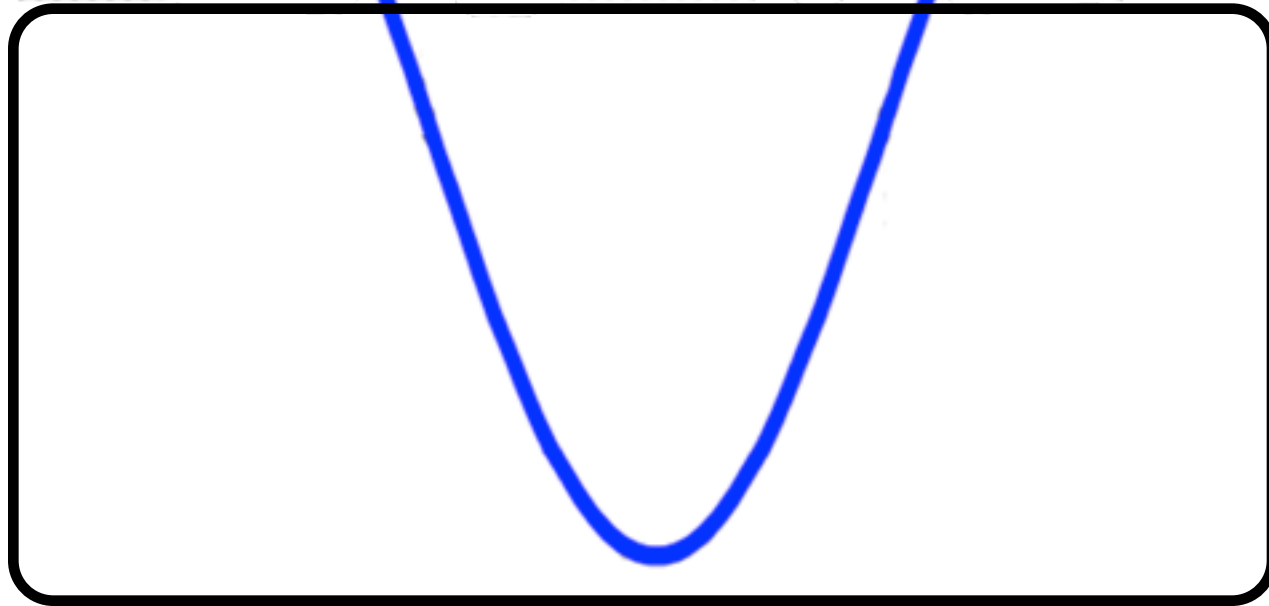
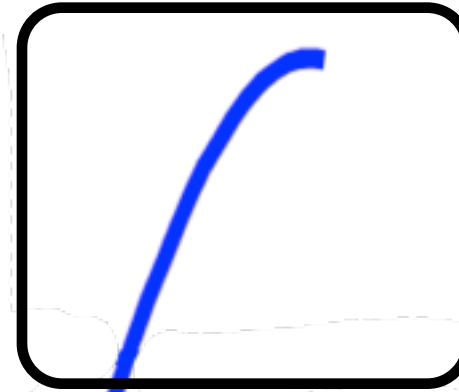




Grabber



Clincher



Details

Economy





You can't over-communicate.

You *can* over-communicate.

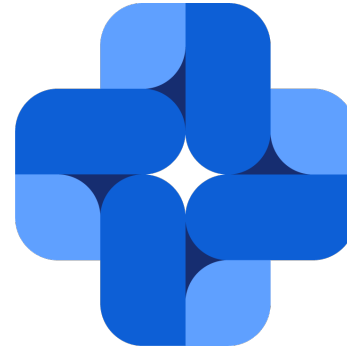
All conversations should be
as complicated as necessary;
as simple as possible.

Freddie deBoer





Thank You! Questions?



**Trusted
Messenger**
Program

trustedmessengerprogram.org

