

HUMANS OF FAMILY MEDICINE



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BACKGROUND

- Primary care providers in Milwaukee are surrounded by a diverse community, often hearing stories of overcoming adversity.
- Celebrating patients' and staffs' successes are part of what makes medicine so rewarding.
- The concept of Humans of Family Medicine (HFM) stems from the Instagram account *Humans of New York*, which highlights the stories of everyday people in NYC.

OBJECTIVE

The purpose of our study was to highlight and share unique patient and staff stories in hopes of bringing a humanitarian side to the practice of family medicine.

METHODS

- We conducted a quality improvement project at two family medicine clinics within Milwaukee County during 2019.
- Consent was obtained from patients and staff who agreed to have their story told.
- The stories were written and then vetted by our social media team, before being published on institutional social media accounts.
- Family medicine providers and staff were surveyed before and after the project to gauge use of social media and thoughts on the project. Pre/post-survey responses were compared with Fisher's exact tests.

CONCLUSIONS

Storytelling can be powerful! Showcasing stories about those we serve is something our patients may enjoy, and it may allow us to be better caregivers, listeners, and people. In 2020, we plan to continue our story telling efforts and to hang the stories on the wall in our lobby at St. Luke's for all to enjoy!

ACKNOWLEDGEMENTS

We would like to thank Julie Walters for capturing pictures to accompany our stories. We would also like to thank Becky Imig and Erica Noonan with our social media team for making this possible.



24/25 Agree to participate
24 Stories Written (12 patients, 10 team members, 2 residents); 23 Published



= 6

Stats for all 2019 Facebook posts:
Impressions (amount of times posts were seen): **186,000**
Engagements (likes, shares, comments, photo clicks, clicks to read more): **15,400**



= 17



Total likes = **9,714** (range 75-1155)
Total comments = **627** (range 3-173)
Total shares = **562**



Total likes = **1827**
Total comments = **89**



- Following project implementation providers and staff were:
- More likely to follow Aurora Health Care on Facebook (P=0.05)
 - More likely to think it was a good idea to showcase patient and staff stories on social media (P≤0.001)
 - More likely to think that patients would liked being showcased on social media (P=0.001).