International “What Matters to You?” Day – Media Kit

We’d love your help spreading the word about International “What Matters to You?” Day!

Here you’ll find resources to help let your networks know about the 2019 International “What Matters to You?” Day celebratory webinar, including newsletter blurbs, images, suggested tweets and Facebook posts:

Social Media Updates

Looking for inspiration? Here are some tweets and Facebook posts to help promote the webinar:

Twitter

What matters to you? On June 6, let’s chat about how asking this simple question has been improving the patient experience across the world: https://bcpsqc.ca/event/what-matters-to-you-day-celebration-webinar/ #WMTY19 #patientexperience

June 6 is International “What Matters to You?” Day! Let’s celebrate all the meaningful conversations improving the patient experience around the world https://bcpsqc.ca/event/what-matters-to-you-day-celebration-webinar/ #WMTY19

“What Matters to You?”: A simple question that makes a big difference! On June 6, learn more about how asking what matters has been improving the patient experience around the world: https://bcpsqc.ca/event/what-matters-to-you-day-celebration-webinar/ #WMTY19
Facebook

June 6 is International “What Matters to You?” Day!
Join us on a webinar to celebrate meaningful conversations and partnerships around the world, and find out more about how simply asking “What matters to you?” can improve the experience for patients and health care providers!

https://bcpsqc.ca/event/what-matters-to-you-day-celebration-webinar/

“What matters to you?” is a simple question that can make a world of difference for patients and their families!

On June 6, join us on a webinar to learn about how simply asking what matters has been improving the patient experience in health care organizations across the world: https://bcpsqc.ca/event/what-matters-to-you-day-celebration-webinar/

Newsletters

General Audience

Here is an article you can share in your organization’s newsletter or blog, directed at patients and general audiences:

Has a health care provider ever asked you, “What matters to you?”
Have you ever shared with a care provider what truly matters to you in your care?

Asking a simple question is the premise of “What Matters to You?” Day, an international movement that encourages meaningful conversations between patients and their health care providers. Its goal is to establish a relationship, build trust and understand the patient as a person in the context of their life, rather than reducing them to their health condition.

Since its start, in 2014, “What Matters to You?” has been opening up the discussion to make room for patients’ hopes, dreams, goals and desires, and has helped improve the patient experience in health care organizations in more than 30 countries.

On June 6, let’s get together to celebrate International “What Matters to You?” Day and all the meaningful conversations it helped start! Join us at 8:00 am on a webinar to hear Joan Chaya and Damara Gutnick, from New York’s Montefiore Hudson Valley Collaborative, share how they championed the spread of “What Matters to You?” across a vast provider network in the state. They’ll also discuss how asking “what matters to you?” improves the patient experience and increases joy at work.

Learn more about the webinar, and check out some great resources to inspire and help you to ask “what matters to you?”
If your organization’s newsletter or blog is directed at health care professionals, you might want to use this suggested article:

When was the last time you asked a patient, “What matters to you?”
Has a patient or caregiver ever shared with you what really matters to them in their care?

Asking a simple question and genuinely listening to the answer is the premise of “What Matters to You?” Day, an international movement that encourages meaningful conversations between patients and their health care providers. Its goal is to establish a relationship, build trust and understand the patient as a person in the context of their life, rather than reducing them to their health condition.

Since its start, in 2014, “What Matters to You?” has been opening up the discussion to make room for patients’ hopes, dreams, goals and desires, and has helped improve the patient experience in health care organizations in more than 30 countries.

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Shareable Images

Right-click the following images and choose “save as picture” to save them as shareable images for your social media profiles or newsletters:
WHAT MATTERS TO YOU?

June 6 is International “What Matters to You?” Day!
Join us on a webinar to celebrate successful “What Matters to You?” conversations and partnerships around the world!