



BC PATIENT SAFETY  
& QUALITY COUNCIL  
Working Together. Accelerating Improvement.



Patient  
Voices  
Network

# WHAT MATTERS TO YOU?

*Ask What Matters. Listen to What Matters. Do What Matters.*



## 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 day, including newsletter blurbs, images and social media posts:

### Social Media

#### Twitter, Facebook & LinkedIn

What matters to you? On June 9, let’s ask this simple question that can have a big impact on care. Learn more: <https://bit.ly/37mcDBJ> @BCPSQC #WMTY

June 9 is International “What Matters to You?” Day! Let’s celebrate all the meaningful conversations that can have a big impact on care. Learn more: <https://bit.ly/37mcDBJ> @BCPSQC #WMTY

June 9 is International “What Matters to You?” Day! Knowing what matters to your patient supports the right care at the right time, which can improve health outcomes. Learn more: <https://bit.ly/37mcDBJ> @BCPSQC #WMTY

International “What Matters to You?” Day is on June 9! Sign up to @BCPSQC newsletter to receive updates on this important initiative: <https://bit.ly/3yupq0M> #WMTY

### Twitter Contest

We want to hear what matters to you! Between May 16 – June 9, tweet at us ([@BCPSQC](https://twitter.com/BCPSQC)) with a photo holding [this poster](#) for a chance to win a “What Matters to You?” t-shirt and other prizes.

### Share Your Stories

We love sharing stories about conversations which were started by asking, “What matters to you?” How did you feel when you were asked what matters or how did you change your approach after you learned

what was important to a patient, family member or caregiver? We'd love to share your story through our social media channels, in a newsletter or as a blog post to inspire others. Visit our [Share Your Story Page!](#)

## Newsletters

### General Audience

Here's 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 what matters to you? Have you ever shared with a care provider what truly matters to you in your care?

Asking this 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 strong relationships, build trust and deepen the understanding of the patient experience.

Since its start in 2014, "What Matters to You?" has opened up the discussion 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 9, let's celebrate International "What Matters to You?" Day and all the meaningful conversations it has helped start!

[Check out some great resources](#) from the BC Patient Safety & Quality Council to inspire and help you to ask, "What matters to you?" Plus, sign up to the Council's [newsletter](#) to receive updates on celebrating and improving the patient experience!

### Health Care Providers

If your organization's newsletter or blog is directed at health care professionals, you can use this suggested article:

When was the last time you asked a patient about what matters to them? 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 and to build trust and understanding with patients.

Since its start in 2014, "What Matters to You?" has opened 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 9, let's celebrate International "What Matters to You?" Day and all the meaningful conversations it helped start!

[Check out some great resources](#) to inspire and help you to ask, “What matters to you?”, and sign up to the BC Patient Safety & Quality Council’s [newsletter](#) to receive updates on celebrating and improving the patient experience!

## Key Messages

Here are additional key messages you can use in your communication to health care providers and patients, families and caregivers:

### Health Care Providers/Organizations:

- Asking “What matters to you?” is a simple question that can have a big impact on care.
- When a health care provider starts a conversation by asking what really matters it helps ensure care is aligned with patient priorities.
- Knowing what matters to your patient supports the right care at the right time, which can improve health outcomes.
- Asking “What matters to you?” increases provider satisfaction by truly meeting the needs of your patients.
- Health organizations can ask staff “What matters to you?” to better understand what’s important to them. When leadership takes the time to listen and do what matters, it increases engagement and promotes joy in work.
- Spreading ideas and stories of empathy, compassion, innovation and creativity inspires others and demonstrates the impact of “What Matters to You?” for patients and providers.
- We’ve created a number of resources to help you spread the word about “What Matters to You?” in your workplace, school or community! Check them out [here](#).

### Patients, Families, Caregivers:

- When patients share what really matters to them, it helps health care providers gain a deeper understanding of their values. We have many resources to support these conversations. Check them out [here](#).
- It takes time to build trust, develop empathy and understand mutual perspectives for deeper and more meaningful conversations. We encourage patients to take a moment before a health care visit to reflect on what matters most and share it with their health care provider.
- Spreading ideas and positive stories of empathy, compassion, innovation and creativity inspires others and demonstrates the impact of “What Matters to You?” for patients and providers.

## Email Tagline:

Use this tagline in your email signature to spread the word about "What Matters to You?" Day:

Celebrate International “[What Matters to You?](#)” Day on June 9 and join the conversation online with [#WMTY!](#)

## Shareable Images

Right-click the following images and choose “save as picture” to save them as shareable images for your [social media posts](#) or [newsletters](#):



1725 x 656 px



1167 x 312 px

## Zoom Background

