

Your Story

And How to Tell it

What I plan to talk about this morning:

- What life is like in a 24/7 newsroom and why we journalists are drawn to “rescue narratives” rather than the incremental success stories of primary care.
- How we tackled the story of America’s life expectancy crisis -- and the key role primary care (or a lack of it) plays.
- Some thoughts and strategies for increasing coverage of primary care.

The 24/7 Newsroom

And some of the implications of moving from an advertising- to a subscription-based model

1301 K St NW



The old advertising-based print model

The Washington Post had the highest “penetration rate” of any newspaper in the country.



The Scientist's Best
HEALTH & SCIENCE

Letters about
muscle sprains
confuse women
they also help

By [unreadable]



When I was 16, I sprained my ankle. I was told it was a 'simple' injury and that I would be back on my feet in a few days. But it took weeks to heal, and I was left with a chronic pain that has followed me ever since. I recently read an article about muscle sprains and how they can be confusing for women. I'm glad to see that you're also helping to raise awareness about this issue.



Diagnosing cancer
can be a nasty
surprise for the
rare patient
who has a sign

By [unreadable]

When I was diagnosed with cancer, I was told it was a 'simple' case and that I would be back on my feet in a few days. But it took weeks to heal, and I was left with a chronic pain that has followed me ever since. I recently read an article about muscle sprains and how they can be confusing for women. I'm glad to see that you're also helping to raise awareness about this issue.

Doctors will
reverse the
prostate. He
wasn't so sure.

By [unreadable]



When I was diagnosed with prostate cancer, I was told it was a 'simple' case and that I would be back on my feet in a few days. But it took weeks to heal, and I was left with a chronic pain that has followed me ever since. I recently read an article about muscle sprains and how they can be confusing for women. I'm glad to see that you're also helping to raise awareness about this issue.

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The Scientist's Best
Food

With September 21st as World
No Nuts Day, it's time to
rethink our diet. Here's
what you should eat.



10 Foods to eat
to stay healthy
and avoid
disease.

11 Foods to avoid
to stay healthy
and avoid
disease.

12 Foods to eat
to stay healthy
and avoid
disease.

13 Foods to avoid
to stay healthy
and avoid
disease.

The Scientist's Best
TRAVEL



**Old world,
new rules**

Traveling abroad can be a fun and exciting experience, but it can also be a challenge. Here are some tips to help you navigate the old world with new rules.

14 Tips for traveling abroad.

15 Tips for traveling abroad.

16 Tips for traveling abroad.

17 Tips for traveling abroad.

Our old competitor for (inter)national news:





We cover the world

The Post has vetted journalists around the world to help us cover breaking news in a timely and informed fashion.

An advertisement for The Washington Post. The background is a night photograph of the Lincoln Memorial in Washington, D.C., with its iconic columns illuminated against a dark blue sky. The text is overlaid on the image in white. At the top, the newspaper's name is written in a classic gothic font. Below it, the slogan 'Cover the world' is written in a large, bold, sans-serif font. The main body of text is in a clean, white, sans-serif font, arranged in four lines.

The Washington Post
Cover the world
When news happens, we need smart,
professional journalists on the story –
immediately. You can be part of a
network that reaches the nation and
the world.

We deliver new on whatever platform makes most sense



And we track reader data closely

Reporters can check metrics on their individual stories and over time, including pageviews for subscribers and non-subscribers, as well as registrations.

Editors can access audience data for all the stories their team has published.



We know which stories readers turn to



In medical terms, that translates to a focus on rescue care, not incremental care

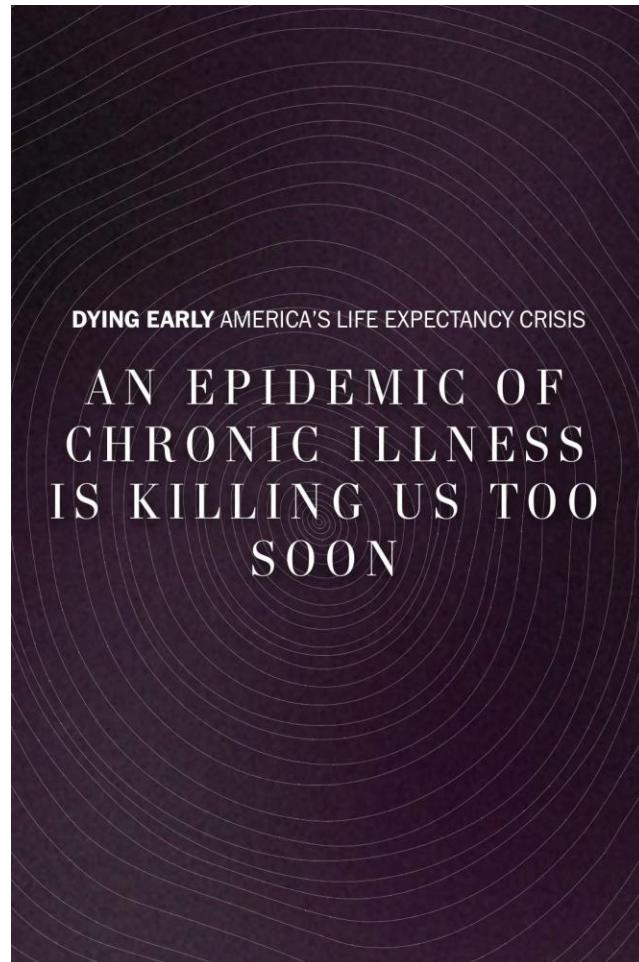


Questions?

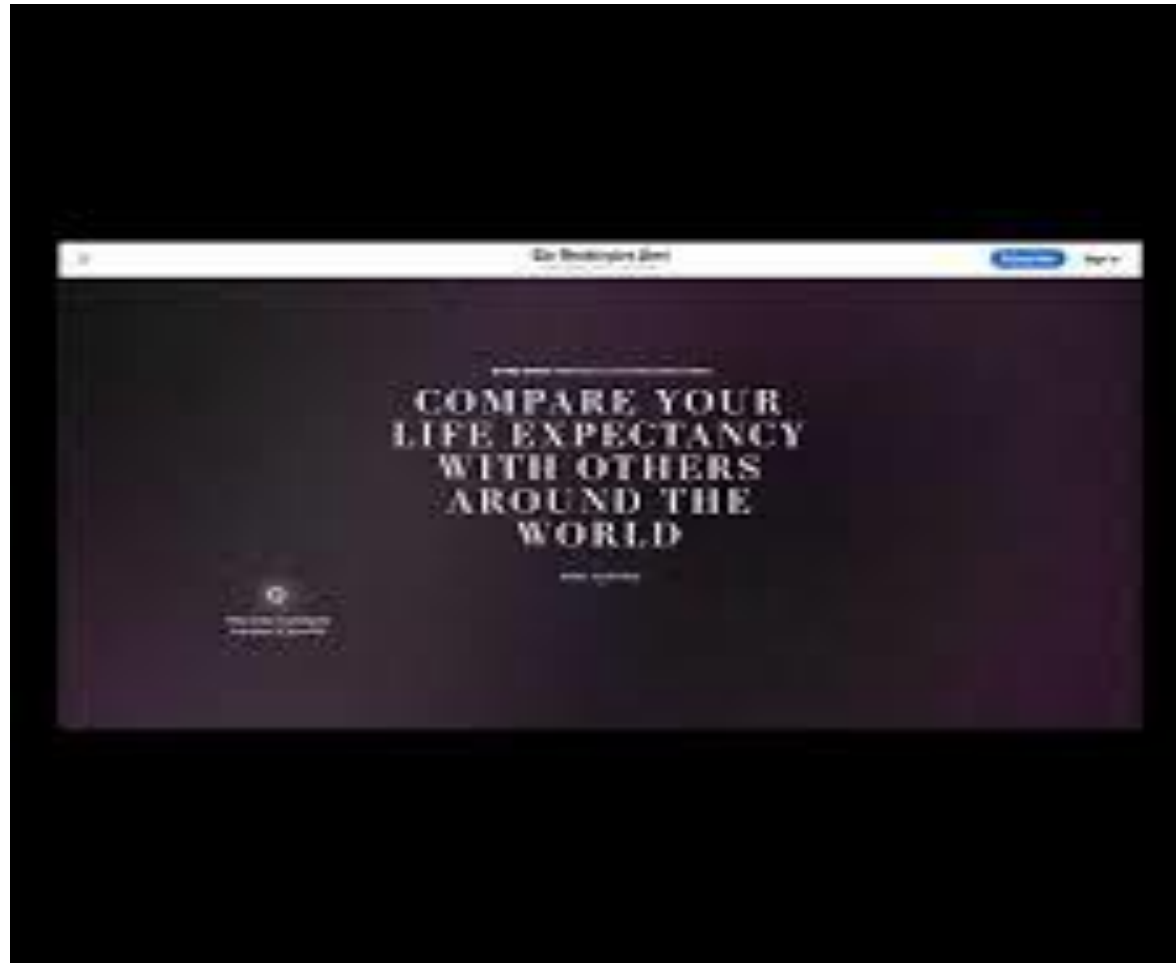
Dying Early

How we told the story of America's life expectancy crisis – and the critical role played by (the lack of) accessible primary care

Dying Early



The data team created a personalized comparative life-expectancy calculator



MORE IN THE **DYING EARLY** SERIES

Calculate your own life expectancy

A living in who is years old can expect to live **45 more years** on average.

[Compare with other countries](#)



If you were a **36-year-old woman** from **Virginia** ...

You could expect to live **45 more years.**

That's **7 years fewer** than a 36-year-old woman from Japan.

SCROLL TO CONTINUE



Personalize this story 

A 46-year-old man in Illinois will live for **31 more years** on average. That's about the same as a similar person in Ecuador.



Kyrgyzstan ●

“One thing that is clear to me: The countries that do well nearly always have early and sustained commitment to primary care and public health investment in their communities,” said **Atul Gawande**, a surgeon and public health expert who is working to identify and implement low-cost, high-impact health interventions as the assistant administrator for global health at the U.S. Agency for International Development.



CENTRO DE SAÚDE DE SETE RIOS

Meios Complementares
de Diagnóstico
e Terapêutica

RADIOLOGIA

ANÁLISES CLÍNICAS

EXAMES
CARDIORESPIRATÓRIOS

RETINOGRAFIA

ESPIROMETRIA


CENTRO DE SAÚDE DE
SETE RIOS

CENTRO DE SAÚDE DE SETE RIOS

HORARIO
24h - 24h
Duas idas

VACINAÇÃO / FERRIÇÃO L:
2 - 17 anos
Duas idas

ATENDIMENTO COMPLEMENTAR
15h - 16h Sábados
15h - 16h Domingos e Feriados

MARCAÇÃO TELEFÔNICA DE CONSULTAS
21 721 18 96
18h - 17h

LIVRO DE RECLAMAÇÕES
RCM nº 183 / 06, de 28 de Novembro

NÃO FUMADORES
Modelo A (Lei nº 1.237/2007, de 30 de Agosto)





miMed

Clínica Benfica

Consultas

Medicina Geral e Familiar

Enfermagem

Dermatologia

Ginecologia e Obstetrícia

Nutrição

Pediatria

Podologia

Psicologia

Psiquiatria

Medicina Dentária

Análises Clínicas



709A













Two sisters – in Lisbon and New Jersey



A TALE OF TWO SISTERS, TWO COUNTRIES AND THEIR HEALTH SYSTEMS

Dying Early – why
America is faring
worse than some
countries that spend
far less on health



B

Questions?

Can we change the narrative?

Figuring out strategies to tell the story of primary care

The primary care bridge



Don't be self-effacing. Specialists aren't!

Engage with communications staff at medical institutions and explain why primary care matters

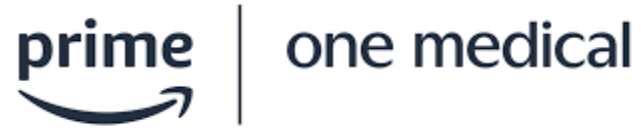
Don't think that a press release from an academic journal is enough.

Yes, you need to consider patient privacy. But many patients are eager to share their stories

Reach out to reporters. We need your help!

Discuss terms with reporters, like "off the record" and "on background."

Your world is changing as quickly as mine



Value-based care



Concierge care

Is this what my new PCP will look like?

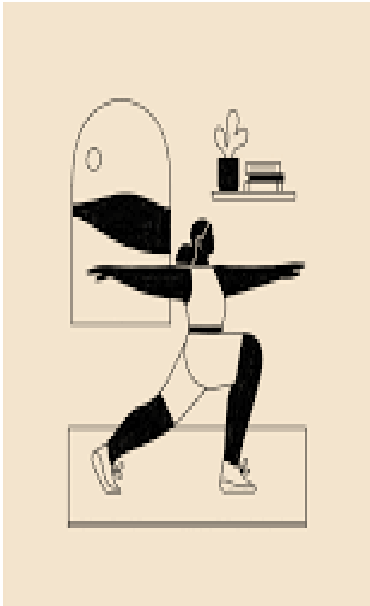


We have new ways of telling your stories

NEWSLETTER | THURSDAYS

Well+Being

The Washington Post



The Washington Post | LIVE

EXPLAINING AMERICA

A photograph of two people, a man and a woman, smiling. They are positioned in front of a red background that features a white outline of the United States map. The map is filled with small, illegible text snippets, suggesting a focus on news or public information.

Anil Bhatta, Executive Director, Atlasian Labs & Associate Professor, Harvard Medical School
Michelle A. Williams, Dean of Faculty, Harvard T.H. Chan School of Public Health

Monday, April 10 at 11:00 a.m. ET / 4:00 p.m. EST

Questions?

Special thanks to....

- Asaf Bitton, executive director, Ariadne Labs
- Atul Gawande, assistant administrator, USAID global health
- Bob Phillips, PCP and health reform expert
- Ishani Ganguli, PCP and researcher, Harvard Medical School
- Rachel Hull, NHS respiratory nurse
- Sandy Boodman, author of WaPo's Medical Mysteries
- Shantanu Nundy, PCP entrepreneur and author

Fields like primary-care medicine seemed...squishy and uncertain. How often could you really achieve victories by inveigling patients to take their medicines when less than half really do; to lose weight when only a small fraction can keep it off; to quit smoking; to deal with their alcohol problem; to show up for their annual physical, which doesn't seem to make that much difference anyway? I wanted to know I was doing work that would matter. I decided to go into surgery – **Atul Gawande**, *The New Yorker*