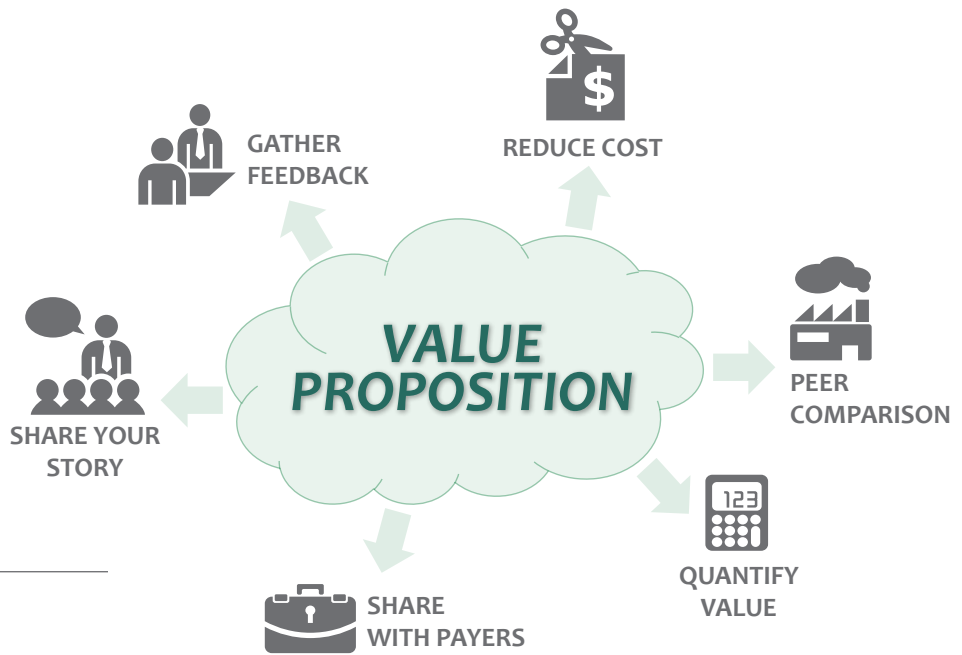


# TELL YOUR STORY



Practice: \_\_\_\_\_

Date: \_\_\_\_\_

Steps	Comments
1. Name three ways your practice decreases total cost of care.	
2. How can you quantify the value?	
3. What datasets are available to compare your cost to peers?	
4. Is there any industry data available to use in a comparison?	
5. Identify one story that makes the biggest impact and is easy to explain.	
6. Create a graphic to tell the story.	
7. Share the graphic with a few folks and gather feedback.	
8. Revise the graphic.	
9. Incorporate the graphic in a practice value proposition.	
10. Use the graphic in a payer contract negotiation and test.	