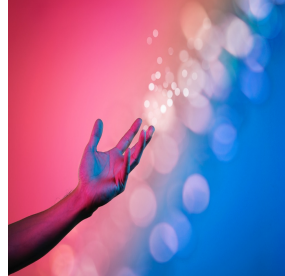




June 21 -  
July 21, 2022

**SOLVE SESSIONS**  
Creative Application of Data  
in Storytelling



# SOLVE

# SESSIONS

# Solve Sessions: Guest Speakers

## Creative Application of Data in Storytelling

Data storytelling is the ability to convey data not just as facts, charts, or numbers, but also as **simple narratives** that resonate with different audiences on a **human level**. To do this creatively is a challenge that requires **empathy**, selecting the right **context**, and telling stories in a sequence that makes sense.

This season of Solve Sessions will focus on ways **data can be expressed creatively**. It covers how we work with various disciplines across the network and outside of our industry to elevate how we **bring data to life**.

# Solve Sessions: Guest Speakers

Tuesday, June 21 – Friday, June 24

Session Title	Description	Moderators	Date and Time
<b>Storytelling with Data in Healthcare: Introduction to Patient Experience</b>	<p>Relying on hunches or beliefs to make important healthcare decisions isn't the optimal way to drive improvement. With the availability of electronic data sources, the quantity and quality of data has grown exponentially to the point of information overload. Translating all this data into words that tell a meaningful story can be quite overwhelming.</p> <p>The goal of this presentation is to introduce three mnemonic device tools within the framework of the STATISTICS model to better understand the story surrounding patient experience.</p>	<b>Kevin Masick, PhD</b> Industrial/ Organizational Psychologist, Author	Tuesday, June 21 09:30 am EST
<b>Speak Data Towards a Data Humanistic Future</b>	<p>Today, data are everywhere. But what do data really mean, and how can we extract real value from them in our daily lives? In this illustrated talk, information designer and Pentagram partner Giorgia Lupi discusses our new data reality and "data humanism," her unique philosophy for understanding and working with data.</p> <p>Surveying her diverse work over the last decade, Lupi introduces her distinctive approach to data visualization by looking at the human side of data, and offers a look into the far-reaching applications of her work in data and design, from corporate to institutional, to personal.</p> <p>Giorgia Lupi encourages creatives (and non!) to harness data as a design tool, while respecting human privacy and experience in their output.</p>	<b>Giorgia Lupi,</b> Information Designer Partner at Pentagram	Wednesday, June 22 10:00 am EST

## Solve Sessions: Guest Speakers

Tuesday, June 21 – Friday, June 24

Session Title	Description	Moderators	Date and Time
<b>The Creative Psyche: Attuning to the World By Tuning In To the Self</b>	Through the lens of Jungian psychology, field theory, and archetypal pattern analysis, this session will invite participants to awaken their capacities to listen, observe, communicate, and richly attune to the world around them.	<b>Christopher Cooper, MS, LP, NCPsyA</b> Jungian Psychoanalyst	Thursday, June 23 10:15 am EST
<b>Underserved Areas in Healthcare</b>	As healthcare treatment options become more elaborate/personalized/expensive, market access has led to a true divide in the market for many disease spaces. Health Economics and Outcomes Research has become even more critical in driving home the rationale for a treatment and the value of that treatment (beyond clinical efficacy). During this presentation, we will review trends in HEOR from the vantage point of a health economics consultant.	<b>John E. Schneider, PhD</b> CEO, Avalon Health Economics	Friday, June 24 09:30 am EST