

# Embroidering behavior. The power of storytelling in patient activation

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## FIGURE 1

Resonance imprint tetrahedron.

## FIGURE 2

Embodiment.

In a world shaped by narratives, stories are a universal source of knowledge and insight. Amid life's changes and challenges, our brains constantly seek meaning, especially when facing the daunting experience of chronic illness like cancer. Patient-Centered Care recognizes the power of storytelling in healthcare practice. Through *resonance* — “a form of world-relation, in which subject and world meet and transform each other” (ROSA, H.) —, stories can facilitate behavioral change and empower patients.

Storytelling plays an important role in medicine, reflecting the human experience and fostering emotional connections through persuasive communication. This process unfolds between two plans: the *acting* plan — encompassing Aristotle's rhetorical triangle —, where *incorporation* occurs as the public embodies the story through *resonance*, allowing for emotional connection that fosters appropriation as individuals take ownership of the story through imagination and reach the *behavior* plan, where *recognition* happens through truth and trust. Stories have the power to turn patient actions into behaviors (fig. 1). This creates collaboration opportunities between designers and health professionals.

Design, particularly Health Design Thinking, offers a creative pathway for leveraging storytelling in healthcare since its process and human centered approach of observation (*design's poetic observation* (FULTON SURI, J.) that contains already the genesis of creation), conversation, research, and collaboration can help identify patients' needs that go beyond treatment. Designers have the capacity for projective anticipation and their very *own* way of thinking and acting in search of innovative and creative solutions. As natural image creators operating on the narrative nature of visual discourse, from these words designers uncover, create, and project stories into the future – allowing for the creation of compelling narratives that can guide behavior towards engagement and transformation.

## References

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