



Society of Rural Physicians of Canada  
27TH ANNUAL RURAL AND REMOTE MEDICINE COURSE  
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Ms. Teri Price

SESSION 261

## Falling Through the Cracks - Greg's Story (2 hours)

Greg Price was a healthy 30 year-old man until he found out he had an abdominal mass that was causing his back pain which had previously been attributed to a 'pulled muscle'. Tragically he died after falling through many healthcare system cracks, before being given a chance to receive treatment for a highly treatable condition (testicular cancer). *Falling Through the Cracks: Greg's Story* is a short Canadian film on Greg Price's journey through the healthcare system. The film gives a glimpse of who Greg was and focuses on the events of his healthcare journey that ended in his unexpected and tragic death.

In spite of the sadness of *Greg's Story*, the message of the film is intended to inspire positive change and improvement in the healthcare system. This session will review the film and the role it can play in motivating health systems to address issues of improving teamwork, continuity of care and continuous improvement. We believe the film will resonate with the attendees and create a platform for further dialogue and overall healthcare improvement efforts. Through this presentation attendees will feel empowered to challenge the status quo of the current healthcare system creating better health care with improved outcomes.

1. Understand the power of a patient story to create a burning platform for change.
2. Learn how a patient story has been used to engage the entire health system.
3. Learn about the curriculum and workshops that use the film and additional teaching scenes to reinforce the critical importance of teamwork and communication in healthcare.
4. Learn about how the film has been used to spark conversation, train new and existing health professionals and engage the public to improve awareness and change culture.