Watch and Learn: Transforming Patient Education
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Conflict of Interest

Dana McLure, MBA
Has no real or apparent conflicts of interest to report.

Neely James, BSN, RN, RN-BC
Has no real or apparent conflicts of interest to report.
Agenda

• History of St. Jude Children’s Research Hospital
• Project History and Background
• Initiation, Planning, Implementation
• Monitoring and Current State of Project
• Future State
• Questions and Answers
Learning Objectives

• Describe the step-by-step approach used to deliver vital information to patients who have recently been diagnosed with a catastrophic disease

• Identify how videos were used to deliver patient and family education through technology

• Discuss key considerations from a technology perspective during the development process
STEPS in Transforming Patient Education

- **Satisfaction**: Nursing and Patient
- **Treatment**: Patient and Family Education
- **Electronic**: Automated Processes
- **Patient Engagement**: Improved Communication
- **Savings**: Decreased Nursing Work Effort
• Opened in 1962:
  • “No child should die in the dawn of life.” Danny Thomas
• Currently there are 64 inpatient beds
• On average there are 200 to 300 outpatients seen daily
• Magnet Accreditation received August 2015
Project History and Background

- Patient admission is an overwhelming process
- Significant amounts of education must be provided upon admission
- Mandated education topics
- Patient and family comprehension is impacted by stressors
- Nurses at Unit Council initiated discussion to improve this process, July 2013
Initiation, Planning, and Implementation

• Team developed
• Project goal and scope identified
• Data collected and reviewed
Pre-Project Survey Data

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree or Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admission education made me feel comfortable with routines and planning care</td>
<td>89%</td>
</tr>
<tr>
<td>Admission education was provided in a way I could understand</td>
<td>83%</td>
</tr>
<tr>
<td>The way I received the admission education was satisfactory</td>
<td>83%</td>
</tr>
<tr>
<td>Admission education was provided in a time that was convenient for our family</td>
<td>89%</td>
</tr>
<tr>
<td>If I needed any admission education repeated, I was able to get it at my convenience</td>
<td>94%</td>
</tr>
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</table>
Initiation, Planning, and Implementation

- Education topics identified
- Video goals developed
- Scriptwriting process determined
Initiation, Planning, and Implementation

- Video scripts written
- In-house videography team
- Professional voice-overs utilized
- Filming and editing completed May

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Development and Integration

• Usability of current technology evaluated

• Collaborations developed

• Team goals defined within technical capabilities

• Technical Components
Development and Integration

• Automation of process necessary

• Simplicity needed for end-users

• Testing and evaluation of processes
Development and Integration

• Barriers and technical limitations identified
• Additional teams consulted to develop resolutions
  – Original go-live planned for July
  – Actual go-live completed September
Roll Out Education

• Web-based and hands on training
• Instructions disseminated to both staff and patients and families
• On-going support provided
Monitoring and Current State

• Post-project surveys for patients and families

• Nursing feedback

• Additional video developed based on feedback from surveys one year later
## Post-Project Survey Data

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree or Agree = 100%</th>
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<tbody>
<tr>
<td>Admission education made me feel comfortable with routines and planning care</td>
<td></td>
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<tr>
<td>Admission education was provided in a way I could understand</td>
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Future State

• Additional videos planned for all inpatient units

• Re-filming due to relocation of units

• Translation into Spanish
Future State

• Multiple disciplines evaluating process

• Supplementary animated education videos in progress
Future State

• Potential patient portal educational opportunities
• Expand in outpatient and procedure areas
• Include other institutional departments
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Questions and Answers

• Contact Information

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References
