

Introducing an online narrated video animation to facilitate patients' understanding of cardiac procedures in a high-volume tertiary centre.

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Introduction

Discussions about the benefits and risks of invasive procedures, including their alternatives, is an integral part of certain patient consultations in Cardiology. However, patients absorb only a fraction of the information shared during a single encounter, often due to time constraints, leading to an incomplete understanding. Video animation tools were designed to better facilitate communication and consolidate patient understanding in advance of their procedure. We are a high-volume tertiary cardiac centre accepting patients across the north-west of the United Kingdom of all socio-economic backgrounds. We aimed to assess real-world patient feedback having introduced an online cardiac video animation tool into our centre.

Methods

In July 2022, we obtained unlimited patient access to a commercial digital tool (explain-my-procedure) that offers short, multi-language narrated video animations covering the breadth of cardiac procedures (cardiac intervention, electrophysiology, structural & cardiac surgery) accessible anywhere on a desktop, laptop, or mobile phone. Specifically, we purchased password protected access to 31 video animations in three local languages. We sampled qualitative feedback regarding these online videos, measured on our electronic patient record via a 3-point Likert scale, from a cohort of patients who attended our nurse led pre-assessment clinic.

Results:

As illustrated in Figure 1, we adapted our patient pathway to integrate use of this resource in our patient-clinician journey by 1) notifying patients during their out-patient cardiologist consultation; 2) introducing video links as QR codes in patient letters; 3) emailing video links integrated within an e-consent process; 4) reminding patients during their nurse-led pre-assessment clinic; 5) via hospital poster advertisements; 6) front page of the hospital website.

Since its introduction 18 months ago, 20,607 animation views have occurred, with 90% watched to completion. The three most popular animations were “angiogram/angioplasty” (4135), atrial fibrillation ablation (1415), & TAVI (1243). Between July 2022-Dec 2023, 1878 patients have attended our nurse led pre-assessment clinic, and we sampled qualitative feedback from ~20% (342 patients). As demonstrated in Figure 2, 84% of patients felt the procedural video animations to be helpful/very helpful. The remaining 16% found it “not helpful”, with anecdotal reasons being “inability to access the technology”, “feeling already adequately informed”, or “not wanting to know”.

Conclusion:

In our high-volume tertiary centre, online narrated video animations discussing cardiac procedures were successfully implemented into our patient pathway and deemed helpful by the majority of our patients. Online video links have since been integrated within our e-consent pathway to improve the journey towards better patient consent, requiring further study.

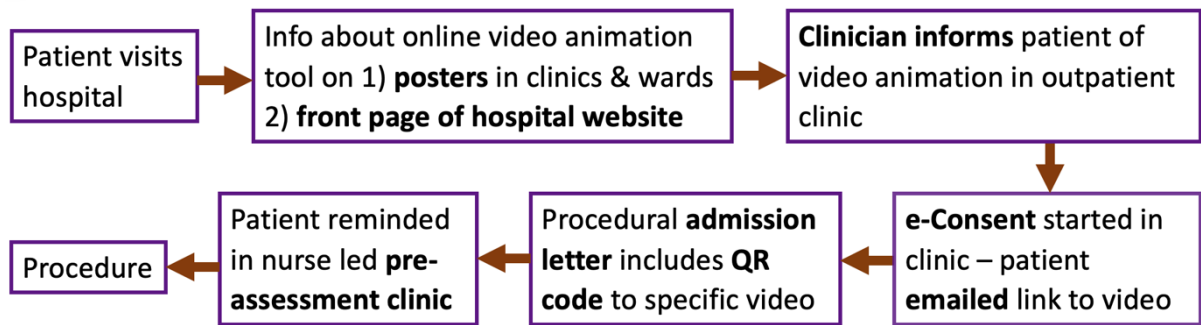


Figure 1. Process map of the patient journey



Figure 2. Patients' rating of helpfulness of video animation