

Development of Patient Centred Video on Medication Management and a Qualitative Exploration of Patients' Opinions Towards the Video



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1 INTRODUCTION

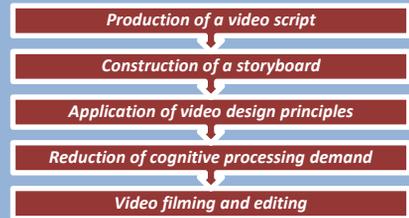
- Insufficient patient knowledge of medicines on discharge from hospital can result in an adverse drug event, that in turn can increase illness and healthcare costs.
- There is no standard process in Ireland for educating patients on how to safely manage their medicines on discharge from hospital.
- Educational videos have been shown to enhance patient knowledge, address health literacy, plus improve hospital time management .
- Current studies on the use of patient education videos are of low quality, as little is known about the interventions used and their development. Patient involvement is also key to producing a high quality video that will promote the safe use of medicines.

2 AIMS

- To develop an educational video for patients on their medicines management on discharge from hospital
- To explore discharged patients' opinions towards the video.

3 METHODS

Video Development



Qualitative Interviews



4 RESULTS

Medication Management Video

- The video describes how patients should manage their medicines on discharge from hospital.
- The video shows a relatable patient progressing through the discharge process.
- The patient encounters various healthcare professionals throughout this journey. This helps to personalise the video and provides context, as it is a representation of what should happen in real life.
- The video is in 3 main sections, each section relating to a different management tip. The resulting tips are entitled:
 - **Tip 1:** Identify any changes to your medicines
 - **Tip 2:** Remember medicines are not supplied by the hospital for you to take at home
 - **Tip 3:** Know where to find information.
- The video also incorporates the slogan from the Health Services Executive campaign 'Know, Check, Ask' to help patients to keep track of their medicines.

Qualitative Findings

10 patients in total participated in the qualitative interviews; see Table 1. The interview analysis identified 3 main themes:

Patient Education

- The video has the potential to fill a gap in relation to medicines education
- Patients queried the possibility of producing written material to support the video
- The video should not replace provider communication but should be used as a support
- Patients commended the video design
- A patients' health status may be a barrier to appraising the video

'People with university degrees would understand it & people with a primary school qualification would understand it...It is suitable for fellows like me that didn't do their Leaving Cert.'

Accessibility

- Easy access will be key to enhancing the usability of the video
- Patients highlighted the importance of accessing the video prior to discharge from hospital
- Healthcare professionals should assess rather than assume digital competence prior to recommending the video

'At some point somebody comes and talks to you about going home. So, it needs to be part of that flow for it to be effective.'

Enhancing Patient Empowerment

The educational video has the potential to:

- Prompt patients to ask questions
- Allow patients to control their learning at a rate that suits them
- Provoke more open dialogue and less apprehensive silence

'It also puts an onus on the patient, as in you are in control here, your voice is as strong as anybody else, so you need to speak up a little bit more.'

Table 1: Demographic details and internet usage of the patients who participated in the study

Patient ID	Gender	Age	Do you use the Internet?	Do you have a family member who uses the internet?	Do you have access to the internet?
P1	Male	54	Yes	Yes	Yes
P2	Male	41	Yes	Yes	Yes
P3	Male	61	Yes	Yes	Yes
P4	Male	67	Yes	Yes	Yes
P5	Female	71	No	Yes	Yes
P6	Male	48	Yes	Yes	Yes
P7	Female	58	Yes	Yes	Yes
P8	Male	81	No	Yes	Yes
P9	Female	60	Yes	Yes	Yes
P10	Male	60	Yes	Yes	Yes

5 CONCLUSION

- An educational video on patient medicines management was developed. It is now live on the Mater Hospital Website: <https://www.mater.ie/patients/going-home/>. The potential of the video to empower patients and enhance their learning was studied .
- All of the patients interviewed concluded that the video should be incorporated into the hospital discharge process. Ease of access was highly important to the patients. They were of the opinion that there is a need for an educational video as described herein to aid healthcare professionals in patient education and to empower patients with the information needed at discharge to manage their own medicines.

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DISCLOSURE:

None of the authors have conflicts of interest to disclose