

# How can we help immunocompromised patients better understand their fever readmission?

## Cincinnati Children’s Hospital Medical Center

### F&I Readmission

Sponsored by: John P. Perentesis, MD

When: Fall 2017

#### The Opportunity

Readmitted cancer patients are immunocompromised and are at risk of being neutropenic. Despite their best efforts to prevent infections, patients are very likely to have a fever after returning home post-treatment. At the first sign of a fever, patients must contact their care team so they can be treated immediately.

#### The Challenge

We needed to make sure the patient needs to know that it is not their fault. A fever happens because the patient is immunocompromised. The video gives the patient accurate expectations about their admission to better understand their situation.

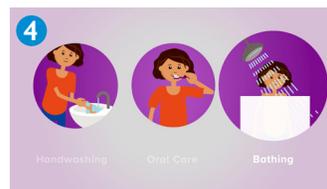
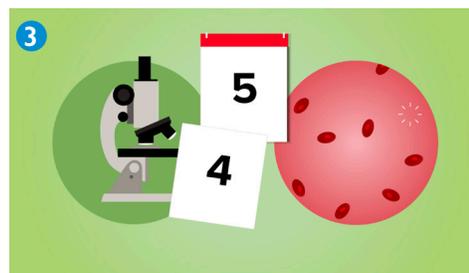
#### The Approach

The video explains what an infection is: when a germ, either a microscopic bacterial, viral, or fungal organism enters your body and multiplies, causing your body to become weakened. Immunocompromised patients are more likely to have infections. One common sign of an infection is a fever. Patients must act immediately at the first sign of a fever. The video explains what needs to be accomplished prior to discharge, and ways to reduce the risk of future infections at home.

#### The Impact

The video introduces the concept of fever readmission to the patient, so they can be prepared and familiar with the process before it happens. The patient is reassured that although they are trying their best to reduce their risk, fevers are a very common for immunocompromised patients, and immediate action is necessary.

- 1 **Explaining infection** helps the patient understand why a fever happens and how it affects them
- 2 **EMLA cream** should be applied right before the admission so that the patient can be treated immediately upon arrival to the clinic or ER
- 3 **Blood cultures** must be negative for 2-3 days in a row to make sure there are no infectious germs in the body
- 4 **At home**, eliminate infectious germs that can build up and enter the body through your mouth and skin
- 5 **Avoid crowded places** to reduce the exposure to germs when blood counts are low



#### Where is it now?

The video is available to view on CCHMC's website and YouTube channel: <https://www.youtube.com/watch?v=nU5HHs2Llrl>

#### For more information regarding this project visit:

<http://livewellcollaborative.org/member-login/>

# How can cancer patients to engage in their own treatment and care?

## Cincinnati Children’s Hospital Medical Center

### ADL 1-2-3 Video

Sponsored by: Dr. John Perentesis

When: Summer 2017

#### The Opportunity

Live Well was asked by Cincinnati Children’s to create an animation for CBDI’s growing video library. The 1-2-3 device allows patients a way to log the progress of their everyday activities as they are completed. The animation serves as an explanatory video introducing the device and the concept of Activities of Daily Living (ADL’s).

#### The Challenge

The video not only needs to introduce the device, but explain why it is important for a patient to be engaged in their treatment, explain what an infection is, demonstrate the risks of catching infection, introduce the ADL’s, clarify how the device works, and ultimately reaffirm that the patient is now an active member of their own care team.

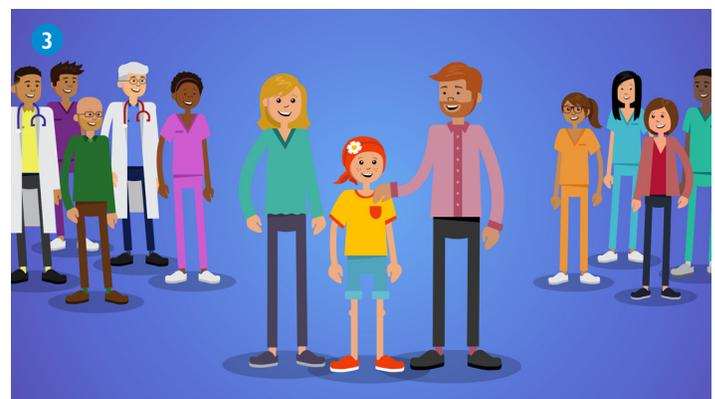
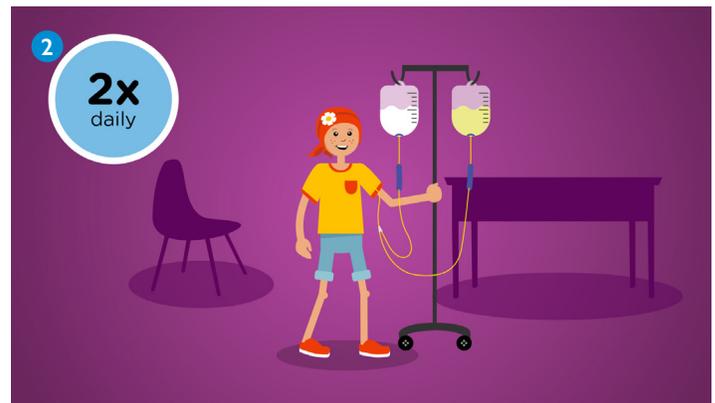
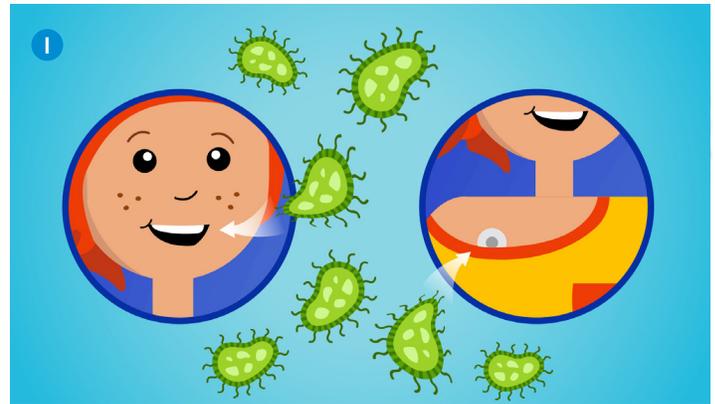
#### The Approach

Live Well worked alongside doctors and caregivers to develop a script that explained the importance of completing activities of daily living in a firm yet empathetic tone. Storyboards were then developed to create strong visuals complimenting and illustrating the concepts being introduced in the script.

An animatic was then created to evaluate the length and flow of the video. This evaluation led to shortening and rearranging of the script to create the most comprehensive flow of information.

#### The Results

The final video shows a young cancer patient choosing to take a proactive stance in her treatment and complete her ADL’s everyday in an attempt to decrease the chance of infection.



For more information regarding this project visit:  
<http://livewellcollaborative.org/member-login/>

- 1 What is an infection?**  
 Infectious germs can enter your body in many ways, including through your mouth and open wounds in your skin.
- 2 Activities of Daily Living**  
 It is important to get out of bed at least two times per day to keep your body active.
- 3 Team Sport**  
 Infection prevention is a team sport and the patient is now an active member of their very own support system.

# How do you keep young adults engaged in healthcare after cancer treatment?

## Cincinnati Children’s Hospital Medical Center Cancer Survivorship Video

Sponsored by: Dr. John Perentesis  
When: Summer 2017

### The Opportunity

Live Well was asked by Cincinnati Children’s to create an animation on CBDI’s Cancer Survivorship Center for their growing video library. The Survivorship Center offers preventative medicine services to children, adolescents and adults to help them cope or prevent potential late effects from their childhood cancer treatment.

### The Challenge

The video needs a narrative that can bridge the needs of young adults with those of children and their parents, while simultaneously finding a way to remain relevant in an age of declining membership in survivorship programs across the nation.

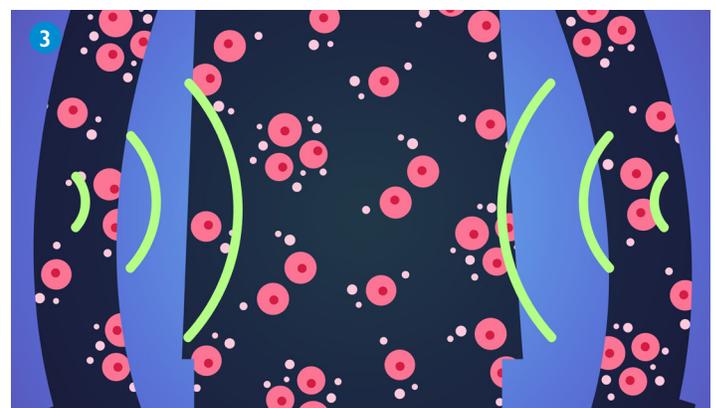
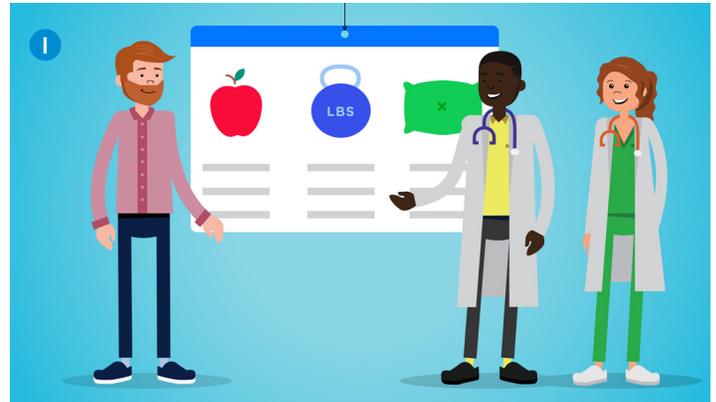
### The Approach

Live Well worked alongside doctors and caregivers to develop a script that acknowledged the reality of being a cancer survivor while maintaining a bright, positive outlook. The narrative was crafted to empower members to be proactive and advocate for their health. The teams then developed storyboards to find imagery that was sensitive to survivors but also complimented the narration appropriately. A kinematic was then created to evaluate then rhythm and length of the video, and assess the tone of the narration. This evaluation led team to shorten the script and pivot to focus on what the program can offer to survivors.

### The Results

The final video tells the story of a young survivor who goes to join the Survivorship Center to be a part of a community that help him stay healthy for a lifetime.

- 1 **Proactive Team**  
The video focuses on the Survivorship Center helping a patient navigate their survivorship journey to show they’re part of a caring community.
- 2 **Lifelong Wellness**  
The narrative follows a young childhood cancer survivor throughout their life to highlight the importance of survivorship programs for a lifetime of wellness.
- 3 **Late Effects Synopsis**  
Late effects, health problems caused by cancer therapy, are introduced to urge patients to seek survivorship care.



For more information regarding this project visit:  
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# How can we engage patients undergoing treatment in order to offer them better care while outside of the hospital?

## Cincinnati Children’s Hospital Medical Center

### Remote Patient Care Video

In collaboration with: John Perentesis, MD, FAAP

When: Summer 2017

#### The Opportunity

CCHMC has a new program called “Remote Patient Care” that allows patients to send health updates to their care team while outside of the hospital.

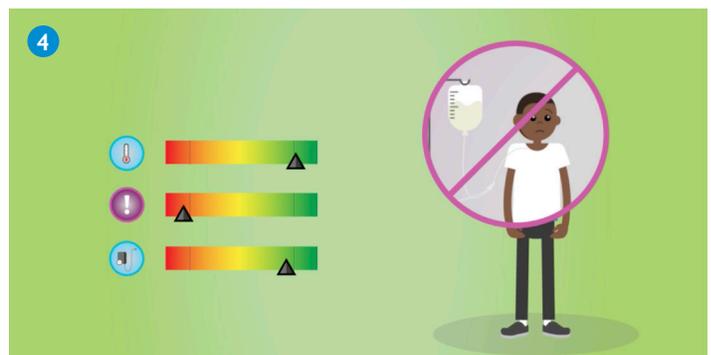
#### The Challenge

The program was originally called “Remote Patient Monitoring,” and focused on the extension of the hospital’s care during cancer treatment. After research, the focus of the program needed to be from the patient’s perspective to offer a more empowering experience for the patient. An important benefit of this new program is that it can reduce the chance of unexpected hospital visits and clinical stays, which is extremely important to the patient. Reiterating the advantage of reduced chances of hospital visits, without being redundant, was necessary because it is extremely important to the patient.

#### The Impact

This video starts the conversation between the patient and healthcare team on how they might use this program to take a more active role in their care. It will also help patients establish stronger communication with their healthcare team, making them feel even more connected.

- 1 Care Anywhere**  
Cincinnati Children’s team is here to help, in and out of the hospital.
- 2 Patient Perspective**  
This video gives the viewer an idea of how Remote Patient Care may be integrated into the patient’s daily routine.
- 3 Medical Kit**  
Identifies possible health factors that may be shared with your healthcare team.
- 4 Reduce Chances of Hospitalization**  
Keeping track of any changes in the patient’s health allows the care team to keep the patient healthy and reduce the chance of a simple ailment, like a cold, from developing into something that may interrupt treatment.



For more information regarding this project visit:  
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# What is the optimal journey in pediatric oncology for patients, families and caregivers?



## Cincinnati Children's Hospital Ideal Pediatric Cancer Journey

In collaboration with: John P. Perentesis, MD  
When: Spring Semester 2015

### The Opportunity

Children's Hospital is expanding their Liberty campus, introducing a new form of cancer treatment called Proton Therapy. To support this initiative, Live Well partnered with Children's to envision a patient/family experience within the Cancer and Blood Disease Institute, which could then function as a model of care across CCHMC.

### The Challenge

Caregivers are overwhelmed during the diagnosis of their child, and find it difficult to process the complex and detailed information given to them regarding their care plan. This communication breakdown leads to continual misunderstandings throughout the entire patient experience.

### The Approach

Over the course of several weeks, the Live Well team conducted interviews with 41 staff and 9 families for a collective 25 hours of analyzed and coded recorded documentation. The team presented their findings regarding aspirational benchmarks and product concepts to CCHMC stakeholders. With feedback from the stakeholders the team focused attention on designing concepts that would solve the reoccurring issue concerning the information needs of families and patients throughout their care journeys. Right Information. Right Place. Right Time.

### The Impact

The Live Well team established and prioritized strategies for the Cancer and Blood Disease Institute to ensure an improved cancer journey for all stakeholders involved with CCHMC.

### Where is it now?

This project has inspired various models of care at CCHMC including virtual reality tours and remote patient monitoring systems.



**“I was in shock when I heard my child had cancer, then all this information came at me and I missed so much of it because I couldn't process it.”**

- Father of 8 year old child diagnosed with cancer

- 1 Katie's Treasure Box**  
A clever packaging system that strategically introduces families and patients to tools to help them throughout their journey.
- 2 Blue Band**  
An all-in-one device that effortlessly connects patients, family, and staff to relevant information. It also records and stores vitals, permits instant access to patient medical records and sends notifications of upcoming appointments and treatments.
- 3 Oasis Portal**  
This portal is an inpatient room access point to all necessary information specific to the patient, allowing families to control and retrieve the information they need. It also facilitates correspondence between medical staff, families, patients, and their friends through video messaging.
- 4 Oasis App**  
This application acts as a virtual buddy or assistant that helps families adjust to the new care patterns of their child after returning home.

# How can video animations effectively communicate diagnoses and procedures to patients?

## Cincinnati Children’s Hospital Medical Center

### What is Leukemia & The New Normal

In collaboration with: John P. Perentesis, MD

When: Summer Semester 2015

#### The Opportunity

Live Well collaborated with CCHMC to expand their video presence after the re-design of their website. When families are navigating the journey after their child is diagnosed with cancer, videos have proved to be a great educational and secondary resource.

#### The Challenge

When a child is diagnosed with cancer families are often left feeling overwhelmed and confused. After receiving a diagnosis, they go through an “information overload.” They are in need of a supplemental source of information that they can access both at the hospital and once they return home.

#### The Approach

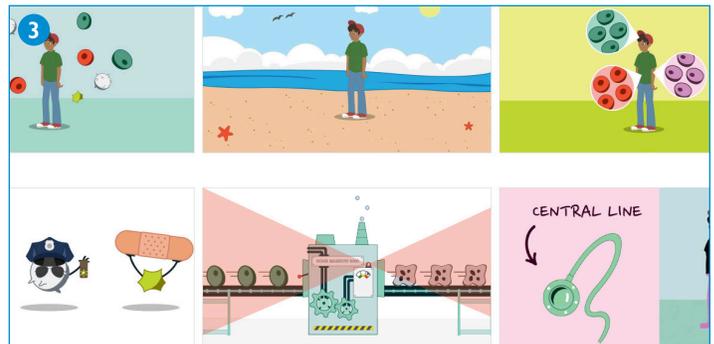
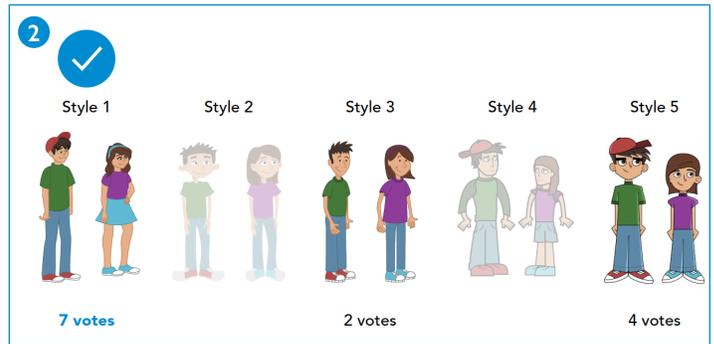
The LWC team used various methods to design videos for CCHMC’s new website. The team benchmarked current video strategies and styles, benchmarked character styles, and interviewed CCHMC staff and patients and their families. The LWC team used a interactive research technique called the “Draw-It,” where they asked patients to draw what came to mind when given certain prompts. This proved to be a very successful method of communication, bridging the gap between the demographic of patients in diverse age ranges.

#### The Impact

The team created two final animated videos. “What is Leukemia” focuses on explaining leukemia to patients and their families. “The New Normal” highlights different ways parents can ensure their child’s health and wellbeing throughout the treatment process.

#### Where is it now?

The video can be found at the link below. A survey to measure patient satisfaction with video vs. print educational videos is being developed.



**“My daughter would feel support to see others going through the same thing.”**

- Mother of 12 year old leukemia patient

#### 1 Video Survey + Benchmarking

Online surveys were a beneficial tool in collecting family and patient input and analyzing data. Benchmarking enabled the LWC team to look at existing video models for testing.

#### 2 Character Styles

The team created character styles after synthesizing results from benchmarking and surveys. The styles were then tested with children and their families for verification and selection.

#### 3 Final Outputs

The team produced two final animated videos.

<http://www.cincinnatichildrens.org/service//leukemia-lymphoma/default/>

# How can we effectively educate patients and families regarding important health topics related to their treatment?

## Cincinnati Children’s Hospital Medical Center

### Nutrition and Fertility Preservation

In collaboration with: John P. Perentesis, MD

When: Fall Semester 2015

#### The Opportunity

When families are navigating the journey after their child is diagnosed with cancer; videos have proved to be a great educational and secondary resource for reference before and after receiving information. The LWC team had the opportunity to continue the cancer journey video experience by designing materials regarding nutrition and fertility preservation for CCHMC to implement.

#### The Challenge

Guided by the previous semester’s animation work, the LWC team focused on creating an animation style that was simple and easily replicable. The team aimed to create and implement this style while still explaining specific information communicated by the CCHMC staff clearly.

#### The Approach

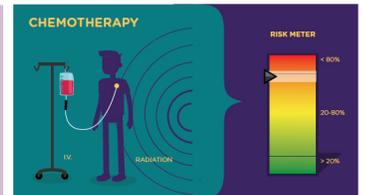
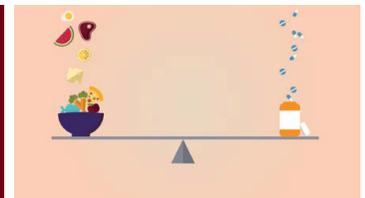
The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations, to ensure that these videos would become a valuable tool for both patients and their medical teams.

#### The Impact

The team created two final introductory videos on nutrition and fertility preservation. The nutritional video describes the basics of what patients may experience with their diet as they go through treatment, and interventions to help them along the way. The fertility preservation video details the importance of fertility preservation as a possible resource, and the different types of procedures available to patients.

#### Where is it now?

Currently, a research study investigating the effectiveness of animation in improving health literacy is underway. The videos will be rolled out as part of this study in the coming months.



**“Animations can serve as effective multimedia tools to engage one’s audience while facilitating and enhancing the learning experience.”**

- Dr. Perentesis

#### 1 Benchmarking + Family Feedback

Benchmarking allowed the LWC team to look at existing character styles and narrow down options. The family feedback session enabled the patients and family to give feedback on the style of the videos.

#### 2 Character Style

The characters were created using simple body forms that can be replicated for characters in other videos.

#### 3 Final Outputs

The LWC team built assets and solidified video development. Two final animated videos were produced.

# How can we continue to effectively communicate with patients through the creation of videos?

## Cincinnati Children's Hospital Medical Center

### Feeding Tubes & Sperm Banking

In collaboration with: John P. Perentesis, MD

When: Spring Semester 2016

#### The Opportunity

When families are navigating the journey after their child is diagnosed with cancer, videos have proved to be a great educational and secondary resource. The LWC team had the opportunity to further explore video communication by designing video materials relating to feeding tube use, sperm banking, and general information about a patient's care team.

#### The Challenge

The LWC team created sub-videos relating to the general topics of Fertility Preservation and Nutrition to create an individualized play-list. The team was tasked with introducing the different people and resources families encounter when undergoing treatment.

#### The Approach

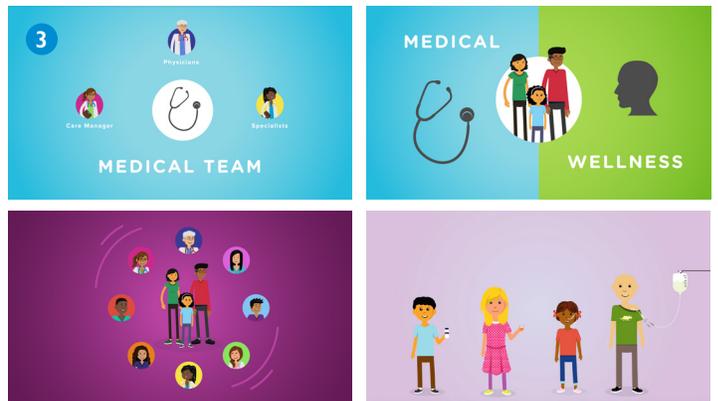
The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations. They ensured that the videos would clearly explain each topic and become a valuable tool for both patients and their medical team.

#### The Impact

The first video describes feeding tubes, and why they are a more natural form of intervention. The second video covers sperm banking and its importance in fertility preservation. The videos were designed to allow patients to learn about topics before talking with their medical team, so that they are able to ask more informed and important questions. The videos could also be available for patients and families after their appointments, to re-watch at their leisure.

#### Where is it now?

Currently, a research study investigating the effectiveness of animation in improving health literacy is underway. The videos will be rolled out as part of this study in the coming months.



- 1 Script Writing and Storyboards**  
 The team developed scripts with the help of CCHMC experts and outside resources. They then developed storyboards within the context of the script to help lay out a visual narrative.
- 2 Visual Style**  
 The character style was created by replicating the previous semester's work. The team created characters and assets for many departments within CBDI for future videos.
- 3 Final Outputs**  
 The LWC team built assets and solidified video development. Two final animated videos were produced.

# How can we continue to effectively communicate with patients through the creation of videos?

## Cincinnati Children’s Hospital Medical Center Female Fertility and Cancer Survivorship & TPN Feeding

In collaboration with: John P. Perentesis, MD  
When: Summer Semester 2016

### The Opportunity

When families are navigating the journey after their child is diagnosed with cancer, videos have proved to be a great educational and secondary resource. The LWC team had the opportunity to further explore video communication by designing video materials relating to feeding tube use, sperm banking, and general information about a patient’s care team.

### The Challenge

The LWC team created sub-videos relating to the general topics of Fertility Preservation and Nutrition to create an individualized play-list. The team was tasked with introducing the different people and resources families encounter when undergoing treatment.

### The Approach

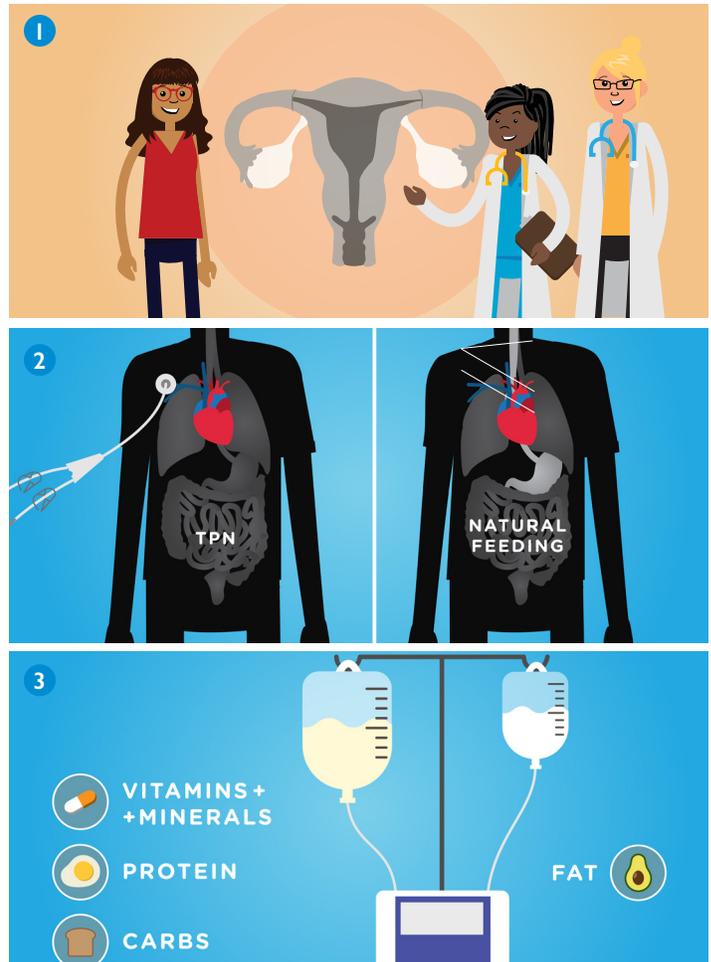
The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations. They ensured that the videos would clearly explain each topic and become a valuable tool for both patients and their medical team.

### The Impact

The first video describes female fertility preservation and cancer survivorship. The second video covers TPN feeding and nutrition. The videos were designed to allow patients to learn about topics before talking with their medical team, so that they are able to ask more informed and important questions. The videos could also be available for patients and families after their appointments, to re-watch at their leisure.

### Where is it now?

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### 2 Visual Style

The character style was created by replicating the previous semester’s work.

### 3 Final Outputs

The LWC team built assets and solidified video development. Two final animated videos were produced.

# How can we continue to effectively communicate with patients through the creation of videos?

## Cincinnati Children’s Hospital Medical Center

### HPV Vaccine & Cryopreservation

In collaboration with: John P. Perentesis, MD

When: Fall Semester 2016

#### The Opportunity

When families are navigating the journey after their child is diagnosed with cancer, videos have proved to be a great educational and secondary resource. The LWC team had the opportunity to further explore video communication by designing video materials relating to feeding tube use, sperm banking, and general information about a patient’s care team.

#### The Challenge

The LWC team created sub-videos relating to the general topics of Fertility Preservation and HPV to create an individualized play-list. The team was tasked with introducing the different people and resources families encounter when undergoing treatment.

#### The Approach

The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations. They ensured that the videos would clearly explain each topic and become a valuable tool for both patients and their medical team.

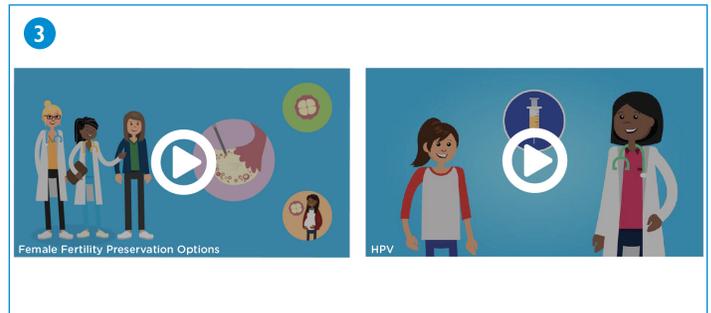
#### The Impact

These videos describe the importance of the HPV vaccine as well as Cryopreservation. The videos were designed to allow patients to learn about topics before talking with their medical team, so that they are able to ask more informed and important questions. The videos could also be available for patients and families after their appointments, to re-watch at their leisure.

#### Where is it now?

Currently, a research study investigating the effectiveness of animation in improving health literacy is underway. The videos will be rolled out as part of this study in the coming months.

The video is available to view on CCHMC’s website and YouTube channel: <https://www.youtube.com/watch?v=yJPIGsYU3WM>



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#### 3 Final Outputs

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# How can we continue to effectively communicate with patients through the creation of videos?

## Cincinnati Children’s Hospital Medical Center

### Digital Navigation Suite

In collaboration with: John P. Perentesis, MD

When: Summer Semester 2018

#### The Opportunity

Since Spring 2015, Live Well has completed thirteen consecutive semester projects with the Cancer and Blood Diseases Institute. The LWC team had the opportunity to create a video showcasing the suite of digital products and services available to patients and families.

#### The Challenge

The LWC team created a video showing the expanding services as a means of providing a oncology patients with seamless end-to-end navigation of their journey from diagnosis, through treatment, and into survivorship.

#### The Approach

The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations. They ensured that the videos would clearly explain each topic and become a valuable tool for both patients and their medical team.

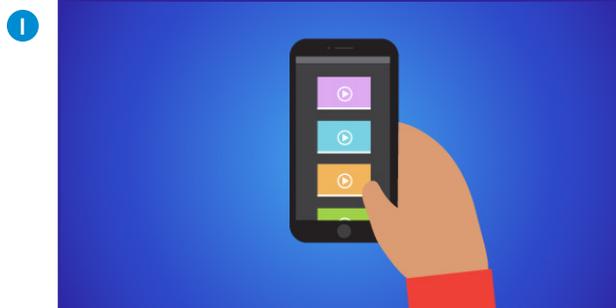
#### The Impact

This video introduces patients and families to CBDI as a network of world-class experts in clinical care and cancer research. The video was designed to allow patients to learn about topics before talking with their medical team, so that they are able to ask more informed and important questions. The videos could also be available for patients and families after their appointments, to re-watch at their leisure.

#### Where is it now?

Currently, a research study investigating the effectiveness of animation in improving health literacy is underway. The videos will be rolled out as part of this study in the coming months.

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# How can we continue to effectively communicate with patients through the creation of videos?

## Cincinnati Children’s Hospital Medical Center

### What is proton therapy?

In collaboration with: John P. Perentesis, MD  
When: Summer Semester 2018

#### The Opportunity

When families are navigating the journey after their child is diagnosed with cancer, videos have proved to be a great educational and secondary resource. The LWC team had the opportunity to further explore video communication by designing video materials relating to proton therapy benefits, technology, and treatment process.

#### The Challenge

The LWC team created a holistic video on proton therapy. It begins by describing how protons travel from the cyclotron to the body before releasing radiation at the tumor site. Next, it details treatment process and what to expect at each appointment.

#### The Approach

The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations. They ensured that the videos would clearly explain each topic and become a valuable tool for both patients and their medical team.

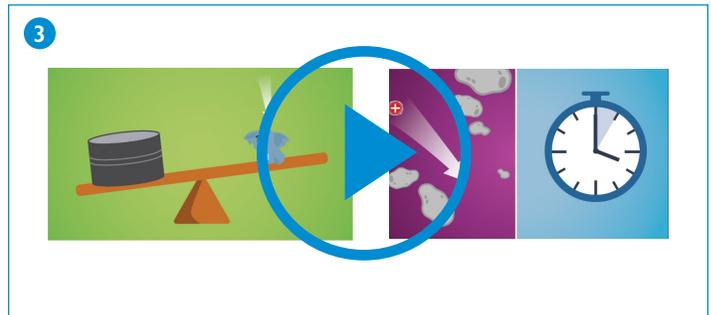
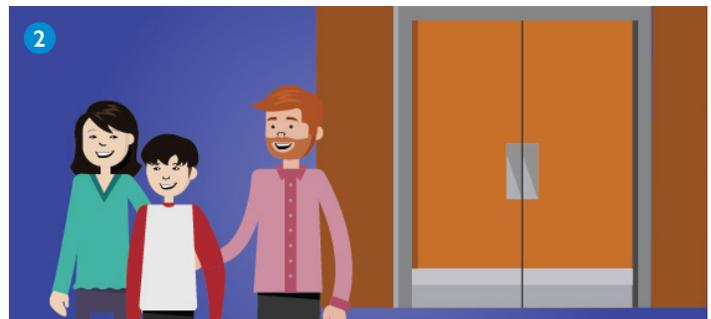
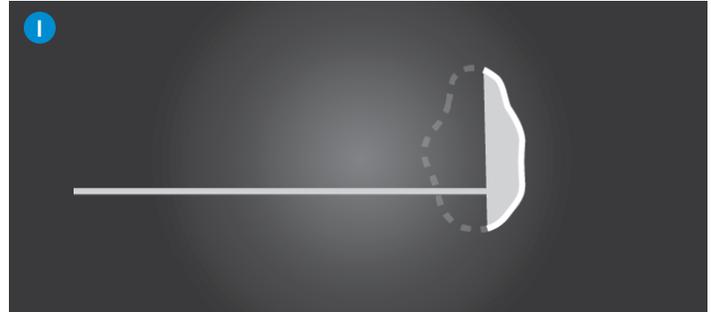
#### The Impact

This video describes the benefits of proton therapy over traditional types of radiation and prepares the patient to begin treatment. The video was designed to allow patients to learn about topics before talking with their medical team, so that they are able to ask more informed and important questions. The video could also be available for patients and families after their appointments, to re-watch at their leisure.

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The character style was created by replicating the previous semester's work.

#### 3 Final Outputs

The LWC team built assets and solidified video development. One final animated video was produced.

# How can we continue to effectively communicate with patients through the creation of videos?

## Cincinnati Children’s Hospital Medical Center

### Patient Reported Outcomes

In collaboration with: John P. Perentesis, MD, Ahna Pai, PhD  
When: Fall Semester 2018

#### The Opportunity

When families are navigating the journey after their child is diagnosed with cancer; videos have proved to be a great educational and secondary resource. The LWC team had the opportunity to further explore video communication by designing video materials relating to patient reported outcomes and the importance of asking questions.

#### The Challenge

The LWC team created a video on patient reported outcomes. The team was asked to explain the direct benefits of routinely asked questions such as more personalized care and connection to hospital and community resources.

#### The Approach

The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations. They ensured that the videos would clearly explain each topic and become a valuable tool for both patients and their medical team.

#### The Impact

This video describes the importance of asking questions and the direct impact this has on patient care. The video was designed to allow patients to learn about topics before talking with their medical team, so that they are able to ask more informed and important questions. The video could also be available for patients and families after their appointments, to re-watch at their leisure.

#### Where is it now?

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# How can we continue to effectively communicate with patients through the creation of videos?

## Cincinnati Children’s Hospital Medical Center

### What is research?

In collaboration with: John P. Perentesis, MD, Robin Norris, MD  
When: Fall Semester 2018

### The Opportunity

When families are navigating the journey after their child is diagnosed with cancer; videos have proved to be a great educational and secondary resource. The LWC team had the opportunity to further explore video communication by designing video materials relating to the value and goals of clinical research.

### The Challenge

The LWC team created a general video about the topic of research. The team chose to remove specific topics like cancer research to account for viewing before diagnosis.

### The Approach

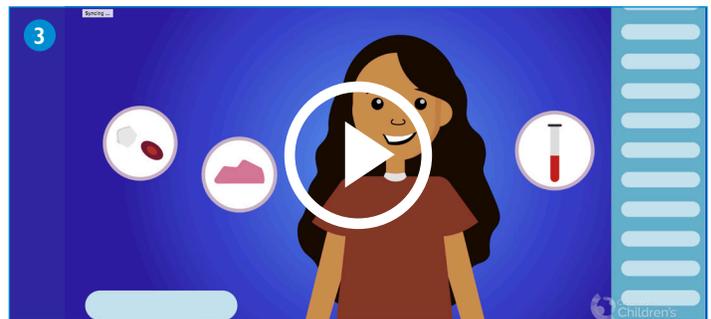
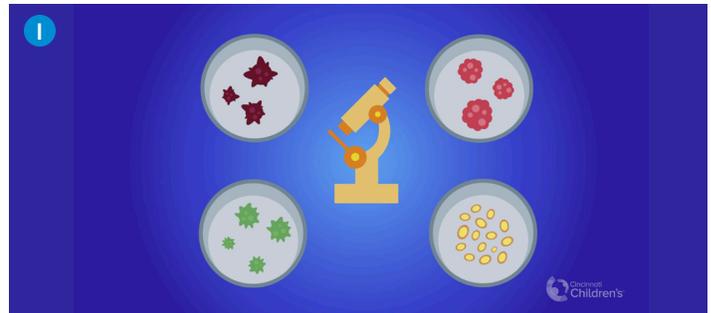
The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations. They ensured that the videos would clearly explain each topic and become a valuable tool for both patients and their medical team.

### The Impact

This video describes the importance of research as a way of finding new treatments and impacting patients around the world. The video was designed to allow patients to learn about topics before talking with their medical team, so that they are able to ask more informed and important questions. The video could also be available for patients and families after their appointments, to re-watch at their leisure.

### Where is it now?

Currently, a research study investigating the effectiveness of animation in improving health literacy is underway. The videos will be rolled out as part of this study in the coming months.



- 1 Script Writing and Storyboards**  
 The team developed scripts with the help of CCHMC experts and outside resources. They then developed storyboards within the context of the script to help lay out a visual narrative.
- 2 Visual Style**  
 The character style was created by replicating the previous semester’s work.
- 3 Final Outputs**  
 The LWC team built assets and solidified video development. One final animated video was produced.

# How can we continue to effectively communicate with patients through the creation of videos?

## Cincinnati Children’s Hospital Medical Center CAR-T Cell Therapy

In collaboration with: John P. Perentesis, MD, Christine Phillips, MD  
When: Spring Semester 2019

### The Opportunity

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### The Challenge

The LWC team created a general video about the topic of research. The team chose to remove specific topics like cancer research to account for viewing before diagnosis.

### The Approach

The LWC team worked closely with CCHMC staff and families throughout the entire design process. They created scripts, character design, and final animations. They ensured that the videos would clearly explain each topic and become a valuable tool for both patients and their medical team.

### The Impact

This video describes both the scientific process of engineering CAR-T cell therapies as well as the impacts on the patient and family. It walks patients through who this treatment is for; the treatment process, and possible side effects,.

### Where is it now?

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1



2



3



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### 3 Final Outputs

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