



HOW CAN WE INCREASE ACTIVITY LEVEL OF CBDI'S AYA PATIENTS DURING COVID-19?

PROJECT TITLE

We created a suite of activities to encourage AYA patients to stay physically active and track their progress to keep themselves accountable.

WHEN:

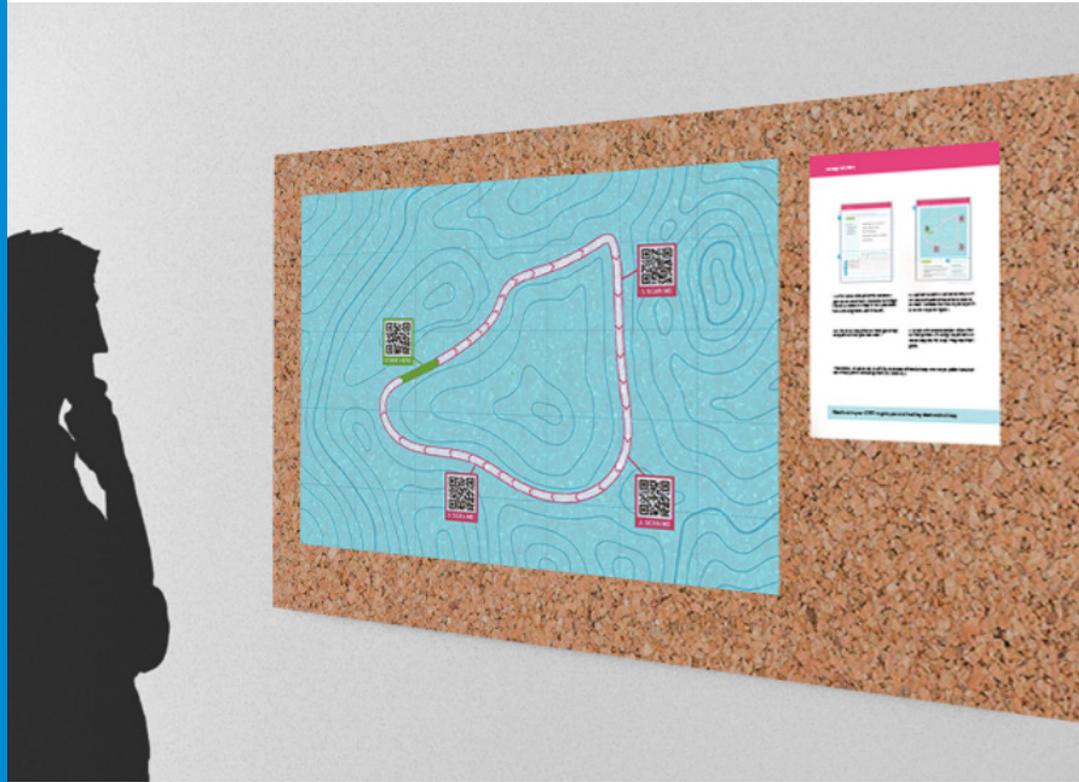
Fall 2020

SKILLS INVOLVED:

Survey Analysis
Print Design
Virtual Reality
Content Creation

CINCINNATI CHILDREN'S HOSPITAL MEDICAL CENTER

Cancer & Blood Disease
Infection Center



The Live Well Collaborative team worked with the CBDI team at Cincinnati Children's Hospital Medical Center to increase the activity level of CBDI's Adolescent and Young Adult patients while they are restricted to A5 during COVID-19.

Research

During the research phase, the LWC team designed and conducted surveys of the AYA population. We received a total of 23 patient responses ranging from ages 21–35 years old, with 39.1% responses by males and 60.9% responses by females. Additionally, a semi structured interview was done via a remote video call with 2 OT/PT's at CCHMC to help put an expert's interpretation to what we were hearing from the patients. The LWC team then took the results from both and analyzed them to find common themes and then formulated those into insights for concept directions. At the end of it, the team had gathered 11 insights and identified three archetype groups.

Ideation

For the ideation phase, the team began by taking the insights gathered from the research and mapping them out from high priority to low priority for the archetypes of not motivated patients, apathetic patients, and motivated patients. After this the team took time to ideate on different concepts and ideas for each insight to explore various directions. From there, ideas were narrowed down based on the scope

"Their mental health does relate so much to their health..."

- OT/PT



of the work to make sure it adhered to COVID guidelines and could be put into implementation by end of semester. The concepts were then roughly designed, and sketches made for them. A total of 6 concepts were presented to the Children's team to get feedback on before moving to the refinement phase.

Tools Used:

- **Survey Analysis**
Analyzed patient survey to gather insights
- **Insight Mapping**
Mapped insights by archetypes to determine high and low priority for each group
- **QR Codes**
Created dynamic content for users that could later be updated as needed

Refinement

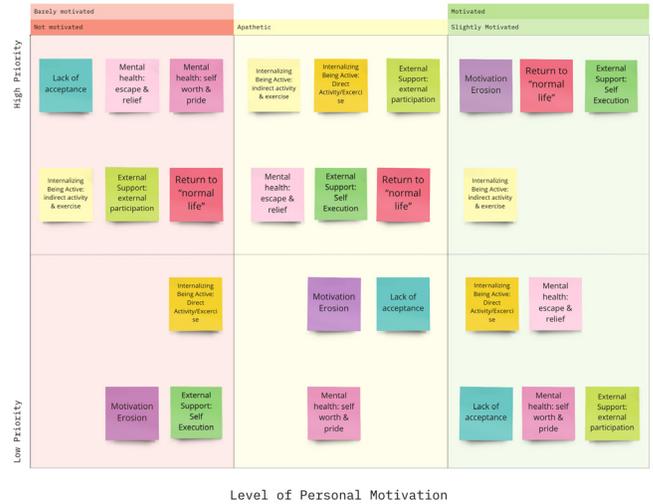
In the refinement phase, the LWC team revised the concepts based on the feedback received at the ideation report-out. The team also met with the OT/PT from the CBDI team a few times to get additional feedback, suggestions, ideas for implementation and a better understanding of the A5 layout as they couldn't visit in person. The final 3 concepts included: Trail Map, QR Routes and Virtual Reality. The LWC team built out these concepts to be handed over to the CCHMC team. For the trail map, an interactive trail map was made to be hung in the hallway, a personal trail map for users, a personal tracking sheet and instruction on how to use it all. With the QR Routes, the team delivered an example unit route map, instructions for the activity, a personal unit map, a total of 36 QR markers and content generated for all of them in a repository. The VR Physical Activity included instructions, tracking document and VR equipment. Creating instructions for all of the concepts was integral to make sure they could be handed off and implemented by the CBDI team.

Key Benefits:

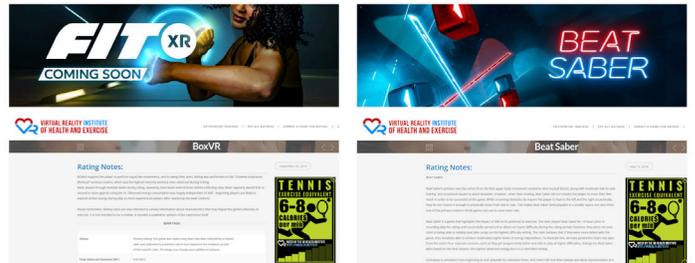
01. Trail Map: An interactive trail map to encourage patients to keep track of daily activity
02. QR Routes: Encouraging indirect activity by providing routes for patients to walk and interact with content
03. Virtual Reality Activity: Indirect way of doing physical activity while being confined to their rooms



Survey Analysis



Mapping insights by archetype



Virtual Reality Applications

 <p>VR Physical Activity</p> <p>Target Archetype</p> <p>Not Motivated Apathetic Motivated</p> <p>Live Well Deliverables:</p> <ul style="list-style-type: none"> • VR Equipment • Tracking document • Instructions 	 <p>Routes + QR Codes</p> <p>Target Archetype</p> <p>Apathetic Motivated</p> <p>Live Well Deliverables:</p> <ul style="list-style-type: none"> • Unit route map • 9 Routes (4 markers per route) • Initial content for 36 QR Markers • Digital QR Management System • Instructions 	 <p>Trail Map</p> <p>Target Archetype</p> <p>Motivated</p> <p>Live Well Deliverables:</p> <ul style="list-style-type: none"> • Shared Poster • Individual tracking sheet • Initial content for 4 QRs • Instructions
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Where is it now?

The physical materials for all activities along with instructions are being handed to CBDI team so they can begin implementing the concepts.