

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

## Cincinnati Children's Hospital Medical Center

### What is Leukemia & The New Normal

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#### 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

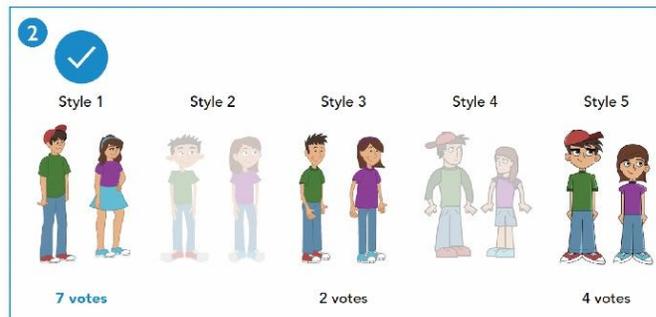
The LWC team used various methods to design videos for CCHMC's new website. The team benchmarked current video strategies and styles, benchmarked character styles, and interviewed CCHMC staff and patients and their families. The LWC team used an interactive research technique called the "Draw-It," where 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/>)