

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

## Cincinnati Children’s Hospital Medical Center

### What is proton therapy?

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#### 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.

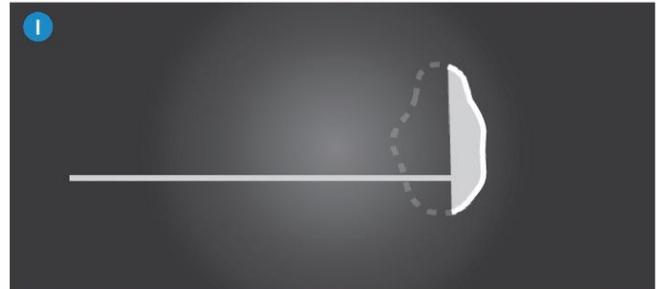
#### The Impact

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.

#### 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=t3duL9gKx8M>



#### 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.