

# 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  
Faculty Advisor: Todd Timney  
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.