

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

Cincinnati Children's Hospital Medical Center CAR-T Cell 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 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 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?

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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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.