

Patient videos embedded within a PHR

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Sarah Hartfree, paediatric rheumatology nurse specialist

During busy consultations it can be difficult for clinicians to relay all of the information the patient needs. For the patient, it can be a stressful time when they cannot digest all of the information given to them. Many services give patient information leaflets, but these are not appropriate for all patients, and some information is more easily understood in a video format.

My Medical Record is a patient online service, which allows patients to message clinicians about their condition, view test results and their clinical letters, as well as the ability for patient information videos to be uploaded, all with the aim of improving the ability for patients to self-care. These so far have included information on learning a skill, such as subcutaneous injections, to information on maintaining a healthier lifestyle.

It's vital for patients to know about their condition for their own piece of mind, as well as knowing how best to manage their conditions. As people absorb information in different ways, some find that video is easier to understand than written material, with an additional benefit of being able to replay videos over a face to face demonstration.

University Hospital Southampton (UHS) has further developed the My Medical Record patient online service to



enable patient videos to be uploaded. So far, there are 14 videos uploaded for 5 different conditions.

These include an instructional video for inflammatory bowel disease patients to learn good techniques for subcutaneous injections. Previous research has shown that many patients do not feel confident injecting themselves, and would even prefer alternative treatment because of this (Allen et al, 2010), the team hopes that the video will empower patients with techniques and tips on common mistakes and reducing pain.





Using the videos ensures consistent information is provided to different patients, and they are provided with good quality information, as internet searches can be overwhelming and sometimes provide incorrect or misleading information.

Other videos uploaded include advice on maintaining a healthy lifestyle, by organisations such as Macmillan, and managing fatigue by Prostate Cancer UK.



A video uploaded for colorectal and prostate cancer patients made by Macmillan

The videos online so far have been watched over 2,500 times, with patients spending an average of over 2 and a half minutes on the page each time.



Paediatric rheumatology are shortly joining My Medical Record and have made 3 patient story videos, and a video showing a demonstration on what happens during a knee injection.



“Often new patients call me as they are unsure of the injections, but I hope that watching these real life scenarios, with patients their own age, will reassure them. I discuss the process in clinic, but this way they can digest the information at home” explained Sarah Hartfree, paediatric rheumatology nurse specialist

References

Allen PB, Lindsay H, Tham TC. How do patients with inflammatory bowel disease want their biological therapy administered? BMC Gastroenterol. 2010;10 1-230X-10-1