Lights! Camera! Action!

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All individuals in a position to control content for this session have indicated they have no relevant financial relationships to disclose.

Objectives

- Describe the importance of audio-visual educational tools for increased patient education retention
- Benefits of using educational videos as a method of improved collaboration among medical staff
- Understand an approach to empower patients in advocating for their health

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STRONG MEDICINE FOR AMERICA

The Idea

- Video

Education Barriers

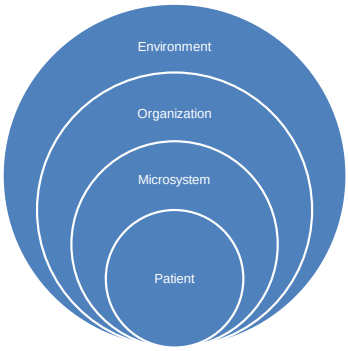
- Length of appointment (Beckham, Epstein, Flowers, & Marvel, 1999)
- Health literacy & education level
- Cultural differences
- Internet
- Patient readiness

The need

- Institute of Medicine (IOM) 6 Aims for Healthcare Improvement
  - Safe
  - Effective
  - Efficient
  - Timely
  - Patient-Centered
  - Equitable
- IHI (n.d.)

Healthcare Reform

- Aims cannot be achieved until we change the 4 levels in the healthcare system
  - Josi, Nash, Ransom, E., & Ransom S. (2014)



(Ferlie & Shortell, 2001)

Salina Regional Health Foundation Grant

- Received $48,190
  - Smart TV's
  - Computers
  - Cables
  - Wiring in rooms
  - Camera & Camera Equipment
  - Video Editing software
  - Prezi software

SAUW Make A Difference Grant

- Additional Funding of $5,000
  - Added 6 new rooms

Timetable

- Identify 20 healthcare topics and Research Immediately
- Orders for equipment placed by February 2015
- Electrical work and Computers installed by July 2015
- 20 videos by December 2015

The Plan

- IT to manage computer installation and supply order
- Maintenance to manage electrician
- Make 2 videos per month
- Play videos off internal network
- Team huddles

Video Content

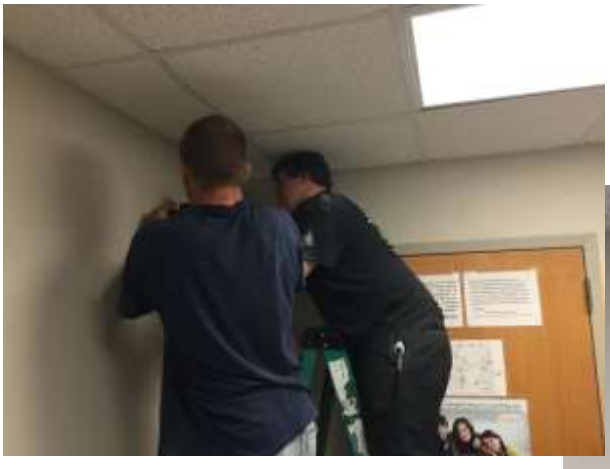
- English & Spanish
- Short & to the point
- Visual
- Handouts

Murphy (2013)

Typical Handout…
Boring

Centers for Disease Control and Prevention (n.d.)

The Glamour Phase



One Simple Question…

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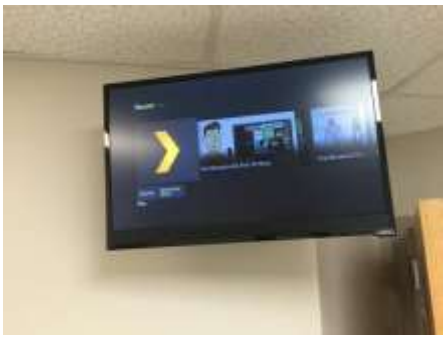
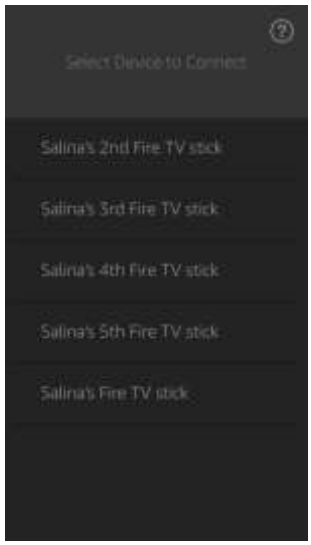
A Solution!





Team Huddle Barriers

- Time
- Buy-in
- Promptness
- Residency
- External registry reports

Bond, Draper, Gourevitch, O'Malley, & Tirodkar (2015)
Hamilton, Meredith, Rodriguez, Reubenstein, & Yano (2015)

Team Huddle Benefits

- Organized
- External Registry reports
- Increased direct patient care
- Increased patient satisfaction
- Better patient care overall

Bond, Draper, Gourevitch, O'Malley, & Tirodkar (2015)
Hamilton, Meredith, Rodriguez, Reubenstein, & Yano (2015)

Results

- Pilot one team with videos for two weeks
  - 1 team nurse
  - 1 ½ MA's
  - 7 Providers
- Clinic-wide implementation to be announced

- Video

During the break…

- Discuss / think about how you might implement the information you just heard.
- Fill out a session evaluation.

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