

Patient Education 2.0: Interactive On-Demand Video Education

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Healthcare Technology Online

December 17, 2009

Over the past 20 years, technology has drastically changed with the way we communicate and learn. Traditional educational mediums such as handouts and brochures are taking a back seat to more interactive tools, such as on-demand video education. This learning evolution represents a technological paradigm shift to which hospitals across the country are adapting.

In the hospital setting, the television has a significant role in the overall patient experience. In many instances, the in-room television acts as the only source of entertainment and education for the patient during their stay. Patient educators now leverage this familiar technology, implementing on-demand curriculum for patients to access and view throughout their recovery.

The average American now watches more than 4 hours of television each day (A.C. Nielsen Co.) and 73.6% of Americans utilizing the Internet (Internet World Stats). Additional technology advancements, such as LCD televisions, HD programming and social media sites such as YouTube[®] and Facebook[®], fuel the public's desire for visualization and interactive communication mediums. These statistics speak to the fact that technology represents a popular and attractive educational tool.

Moreover, the use of multimedia patient education tools, in conjunction with an EMR, can deliver more value for patients and their providers by directly linking the educational module to the provider's point of care.

A Vital Role

Primary care providers serve their patients not only through diagnosis and treatment but through counseling and the coordination of care beyond facility walls. Patient education is a necessary and vital component of these treatment efforts.

On-demand video education leveraged as an educational medium is a powerful tool that care providers can implement to engage patients and their families in their customized patient care plans. The interactive nature of the on-demand tool puts the patient at the center of their care, allowing them to control their educational sessions and empowering them to retain more information and ask questions along the way.

Jeffrey S. Orringer, M.D., clinical assistant professor of dermatology at the University of Michigan Medical School and lead author of a study on video patient education in the *Journal of the American Academy of Dermatology*, confirmed the informational value of video-based educational materials.



Kathy Levine, RN showcases an interactive patient education system at an area hospital.

The study included 217 patients who were separated into two groups. One group received an educational videotape before an initial consultation in conjunction with questionnaires assessing their knowledge about melanoma and their anxiety levels. The patients were instructed to complete one questionnaire before watching the 11-minute video and complete the other after

viewing the video but before their melanoma clinic visit. The second group of patients received the same questionnaires but did not receive the videotape. These patients were instructed to fill out one questionnaire before the melanoma clinic consultation visit and fill out the second after the visit but before they left the physicians office. Patients that received the video taped scored 72% higher than those patients that did not watch the tape. On-demand interactive systems, which are available in a growing number of hospitals across the US, allow patients to view information whenever they want and as often as necessary. This access enables patients to view, learn and retain the information at optimal, teachable moments.

Studies show that the consistency and availability of these messages are vital to the effectiveness of these systems and impact the patient during the recovery process through the following five key recovery strategies:

- **Engage:** Appeal and communicate to multiple learning styles, interest people in their own health.
- **Compel:** Empower patients to affect their own health outcomes.
- **Teach:** Provide patients with the tools they need to express themselves and ask questions pertinent to treatment and lifestyle decision-making.
- **Retain:** Enable patients to remember curriculum and continue to learn.
- **Reassure:** Help patients feel comfortable and less anxious during a hospital stay.

Optimal Outcomes

Patient education is an integral piece to a facility's future, from both an accreditation and a fiscal standpoint. Interactive education systems ensure patients have access to condition-specific healthcare information, directly tying the interactive system to a facility's accreditation goals. Additionally, they stimulate the financial health of a facility by providing an underused revenue stream in the way of counseling and coordination of care with clinical staff, as well as reimbursements for group educational sessions.

Patient education initiated at the point of care and documented within an EMR provides the most benefit for the service levels of the hospital, and increases retention amongst the health care consumers they serve. This allows for revenue both in patient retention and by billing for educational counseling sessions, which with the appropriate tool can be directed to the proper staff thus avoiding loss of clinical productivity.

The main goal of care providers remains the ability to reach positive patient outcomes. Interactive patient education can be leveraged to accomplish this goal. These programs, when implemented effectively, work seamlessly with certified hospital programs to ensure patients learn about their condition and maintain a healthy lifestyle.

Interactive on-demand education tools enable care givers to work with, teach and empower patients during their recovery. This ensures that patients are knowledgeable about their condition throughout the recovery continuum and arms them with pertinent information to move forward with healthy lifestyle choices.