



Video Ix: Prescribing Video Information to Support Consumers' Care Management Needs

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Background:

Information therapy (Ix) encompasses a wide range of media. Technological advances have made video educational information easier both to create—more compact, simpler devices with better resolution at lower cost—and to deliver—due to increasing bandwidth for electronic transfer of videos.

This IxInsights webinar drew from the personal experiences of patients and their family members in managing asthma and orthopedic rehabilitation. The webinar also included clinicians' experiences in integrating video Ix into their practices and what it meant for their clinical workflow.

Ix Insight #1: If a picture is worth a thousand words, a video is worth 10,000. In some cases, moving video is a more effective teaching tool than static information.

- Particularly for certain self-management teaching tasks, it can be hard to convey static information in a clear way.
- Video information often is more engaging to the user, particularly for training children on self-management, such as how to use an asthma inhaler and spacer.
- Depending on the type of learner, video Ix can be a better tool for continuous learning—replaying a video can be a good training tool for patients and caregivers.

Ix Insight #2: Patients and caregivers have successfully forced video Ix on clinicians.

- Clinicians may have never even thought of using video Ix, but lack of inspiration doesn't equate with lack of willingness.
- Consumers have demonstrated that diplomatic but clear intentions about the need for video Ix can be successful in getting health care needs met by their clinicians.

Ix Insight #3: One family member's experience in creating the video Ix opportunity involved five steps that ultimately empowered both the five-year-old and his parents.

- Step #1: Explain videotaping plan to my five-year-old child with asthma, who loves the concept "Daddy, that's cool!").
- Step #2: Bring compact video camera into pediatric allergist's office and diplomatically but clearly instruct him on what we intend to do in order to better manage child's asthma.
- Step #3: Film 30-second clips of: doctor teaching child how to use inhaler and spacer; and view of child practicing how to use it in the presence of the doctor.
- Step #4: Share the video via email with all frequent caretakers of the child, so that they can learn how to ensure its proper use and refer back to video should an emergent need arise in the future.
- Step #5: Watch videos with my child and practice with the inhaler several times over an extended period of time so that child and parents gain confidence in proper use (note: child loves watching videos of himself on his dad's computer).

Ix Insight #4: A physician-as-patient had a similarly empowering experience with physical therapist in the process of orthopedic rehabilitation; patient experience was "aha" moment, completely changing self-efficacy and quality of PT exercises out of the office setting.

- Physical therapy (PT) exercises are a critical component of orthopedic rehabilitation.
- PT exercises often are hard to recreate at home based on memory or written instructions because getting the movements correct is absolutely critical to the effectiveness of the rehabilitation exercise.

Ix Insight #5: Video Ix has the potential to capture the essence of the in-person visit, particularly for physically-oriented education, such as PT.

- The value of video versus other forms of Ix varies somewhat by the type of educational information that needs to be communicated.
- Physical information, such as PT, can be very difficult to communicate concisely and effectively via written words.

Ix Insight #6: Video Ix can be replayed until a patient learns valuable lessons.

- Perfecting PT exercises often requires substantial repetition.
- Accompanying video with the repeated exercises allows the patient to make adjustments as he or she progresses.

Ix Insight #7: Physical therapists report that video Ix results in improved patient adherence to instructions.

- Patients who get prescribed video Ix return for the next PT visit "doing exercises correctly much more often," according to physical therapists who have used video Ix

Ix Insight #8: Video Ix has proved to be an effective tool for charting improvement.

- When patients come in for check-up PT visits, comparing videos pre- and post- allows for effective comparison.
- Physical therapists report that showing their patients video feedback helps patients to fix aspects of the exercises that they are not doing correctly.
- Video serves as a good objective pre- and post- measure of exercise quality.

Ix Insight #9: Video Ix improves the PT practice's efficiency.

- Video Ix “allows us to do the most with a little amount of time,” according to a physical therapist.
- Video Ix “means that we can do more with fewer visits.”

Ix Insight #10: Video Ix facilitates the proper dosing of information therapy.

- Whereas trying to explain everything about how to rehabilitate an orthopedic injury in the PT office historically resulted in “information overload,” patients report to their physical therapists that they feel much better prepared because they can learn at their own pace with the video Ix at home.

Ix Insight #11: Video Ix can be a competitive advantage for providers who adopt it.

- Video Ix “definitely is separating us from other PT practices in the area.”

Ix Insight #12: The best way to ensure video Ix success is to effectively integrate video Ix prescribing into the care delivery process and clinical pathways.

- Many education videos have not been designed to meet that need.
- Viewers may not be guided well enough in what to do with the videos.
- Video clips need to be in small enough segments.
- Because of a cultural shift, informal videos—either made during the visit or circulated via a public sharing application such as YouTube—resonate with consumers more than more professional content productions; in those cases, content quality should be vetted in some way as well.

Ix Insight #13: Video Ix helped Sentara Health System reduce congestive heart failure (CHF) readmissions from 21% in 2007 to 5% in 2008.

- To reduce CHF readmissions, Sentara Health System in Virginia Beach developed an initiative to teach CHF patients the care management skills they need to stay out of the hospital.
- Sentara created an interactive bedside technology platform where patients navigate through key concepts in heart failure care management, including Ix delivered through screen prompts and videos throughout the inpatient stay.
- Sentara uses 16 different CHF Milner-Fenwick videos ranging from one to five minutes.
- Since implementing this initiative, CHF readmissions plummeted in one year from 21% to 5%.

Ix Insight #14: In most cases, specific is better than generic for video Ix, but feasibility issues may require some mass personalization.

- Some video Ix educational needs are less patient-specific and can be mass produced.
- Even for mass-produced videos, it is important to wrap some customized guidance around the generic content.

Ix Insight #15: Privacy issues can be mitigated by ensuring patient and families maintain control of the content.

- Personalized video Ix that is created by, or at the request of, patients and families is in their control and at their discretion.

Additional IxCenter Resources

For the PowerPoint presentation, visit the IxInsights section of the member portal: <http://www.ixcenter.org/members/insights.cfm> and click on “PowerPoint Presentation” for IxInsights #45.

Relevant IxCenter Blog posts include:

- “Forcing Ix on the System: Video Ix for My 5-Year Old”:
<http://ixcenterblog.org/archives/741>
- “When “Bringing Work Home” Would Be a Good Thing”:
<http://ixcenterblog.org/archives/695>

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