



## CAN WE FINALIZE A STRATEGY FOR IMPLEMENTATION AND SCALABILITY FOR THE PATIENT EXPECTATION TOOLKIT THROUGH A QUALITATIVE IMPROVEMENT SURVEY?

### PATIENT TOOLKIT

During the Summer 2019 Project, the LWC team goals were to test the patient expectation toolkit created in the Spring semester with patient and clinical stakeholders, to finalize the strategy for implementation and scalability of the toolkit, and translate stakeholder feedback into future improvement areas.

### WHEN:

Summer 2019

### SKILLS INVOLVED:

User Research  
Motion Design  
Videography  
Design Strategy  
Data Analysis

### UC HEALTH RADIOLOGY

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Capture qualitative data from patient and clinical stakeholders regarding the videos and journey pamphlet. Verify videos and journey pamphlet distribution channel and pipeline. Meet the UC Health marketing guidelines when future developing the pamphlet.

### Research

The team spent the research phase to address what survey questions should be asked between patients and the care team to capture their opinions of the toolkit. The team separates the survey into an initial survey phase and a formal survey phase. The initial survey is to test the survey questions, methods, and flow. The formal survey is to gather a larger data set.

The team collected 52 patients survey responses including 46.2% MRI patients and 53.8% CT patients. The team also gathered 37 responses from the care team including 32.4% technologists, 32.4 schedulers, 16.2% radiologists, 13.2% referral physicians, and 5.4% front desk registrars. The team delivered the final pamphlet design both in print version and digital version and the editing guidelines for the videos. The team frame the distribution channel and pipeline.

**“Most patients don’t even know what a radiologist is. We want them to understand that we are an integral part of their care team.”**

- Radiologist

## Ideation

The Live Well team then tested the videos and journey guide pamphlet with patient and clinical stakeholders. They then finalized the strategy for implementation and scalability of the videos and journey guide pamphlet. After this, they translated stakeholder feedback into future improvement areas.

## Tools Used:

- **Survey**

A tool for gathering stakeholder insights and feedback.

- **Implementation Strategy**

A method of mapping/planning an implementation strategy, or how a thing will be delivered to users.

## Refinement

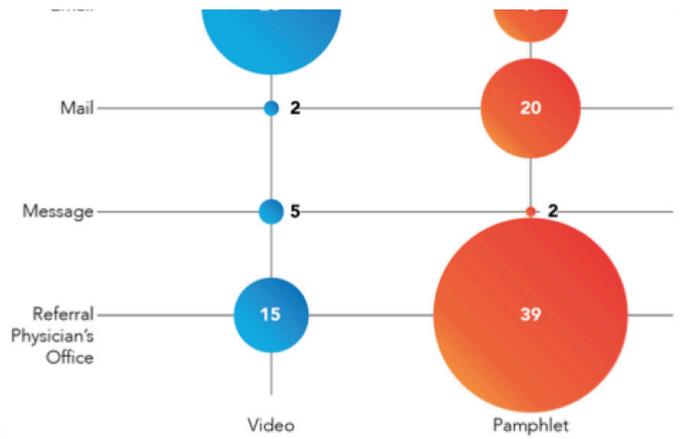
The Live Well team then tested the videos and journey guide pamphlet with patient and clinical stakeholders. The objectives of these tests were to:

1. Capture patients' opinions regarding the videos and journey guide pamphlet.
2. Verify videos and journey guide pamphlet deployment channel and pipeline.

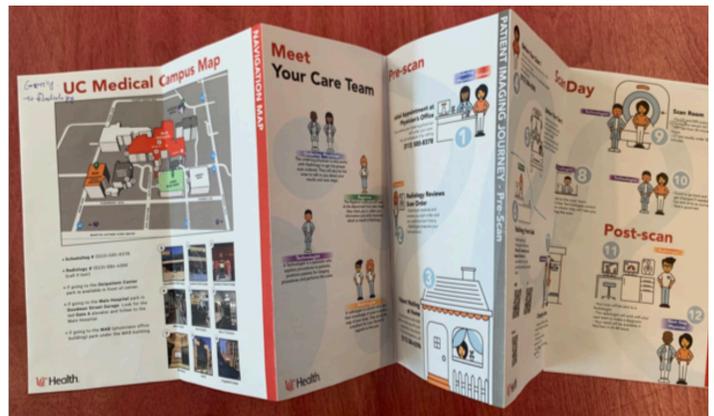
Testing followed a straightforward matrix. The four areas of criteria were: Education (do you understand what's going to happen?), Communication (do you understand the roles of everyone in the care team?), Emotional Support (are your fears and anxiety alleviated?), and Social Influence (would you be likely to recommend UC Health to others?). Feedback from stakeholders was then translated into future improvement areas. Below are the discovered areas. The areas of highest priority are highlighted.

## Key Benefits:

01. Improved Design
02. User Testing
03. Stakeholder Feedback



Survey Results



Pamphlet



## Where is it now?

The project carried over into the spring 2020 semester.