

Personalized videos in the preop workup

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Patient & Family should have a role in determining their own outcome **engaged**

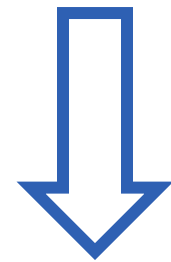
Educate and empower people to seek health care in a timely manner

Engage patients in updating their medication/ treatment plans

Engage patients & families in the design or development of policies (for example as members of advisory committees)

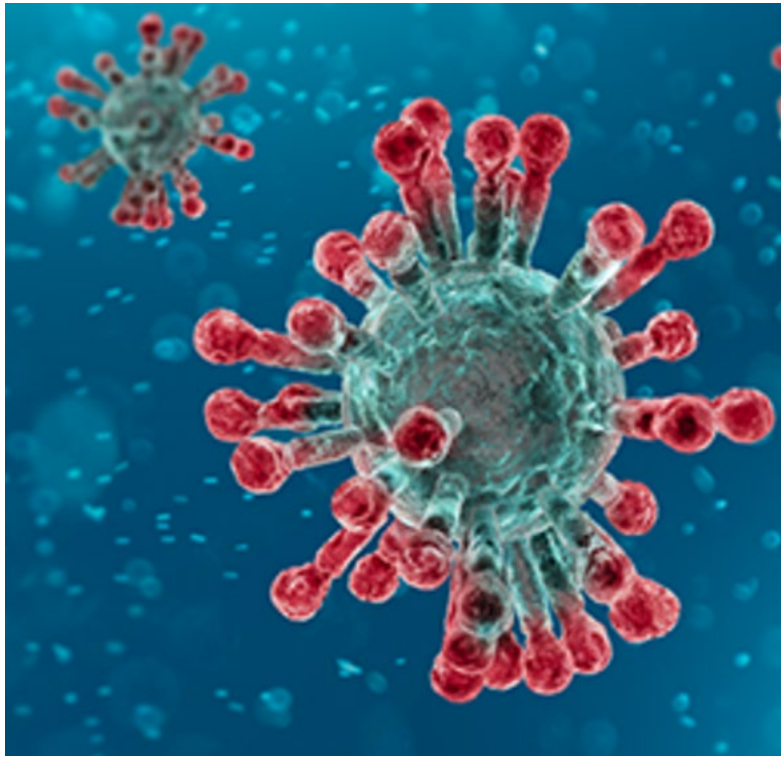
Collect information about the patient experience and outcomes
(interactive surveys, online feedback, interviews and focus group discussions)

Give patients access to their own EHR/EMR

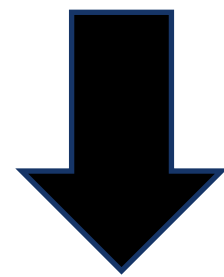


Engaged patients are better able to make informed decisions about their care options

Improves health outcomes ; safety / morbidity rates



We attempted to deliver important messages to the population including the vulnerable, underserved and marginalized communities and get them engaged – and failed



We need to tailor our language to be culturally and linguistically appropriate when educating individuals about responsible behaviour and vaccine efficacy

2000

Opportunities



Covid-19 accelerated adoption of digital and remote healthcare solutions



Healthcare policy dialog increasingly focused on improvement of patient engagement



↑ Prevalence of **broadband mobile internet**



Effective user engagement techniques developed by ecommerce, content, and gaming industries

We realized we have significant **opportunities ahead of us to develop innovative solutions to patient engagement challenges**

COVID VACCINES

**The power
of personalization**
to drive engagement



PERIOP
PATHWAY

Patients with poor health knowledge

Inferior treatment outcomes



Number of visits
Up to 50% more

Number of days in hospital
Up to 35% more

Costs related to the use of healthcare services
Up to 20% more

Higher readmission rates
Up to 33% more

Welcome

Perioperative Patient Guidance System



- Understand the perioperative pathway
- Engaged in the process
- The family to be involved



**Overcome
Communication /
Cultural burden**

Better Outcome





Perioperative Patient Guidance System





Ped education kit

To enhance pediatric pre-anesthesia engagement by bridging communication gaps using **personalized animated videos**



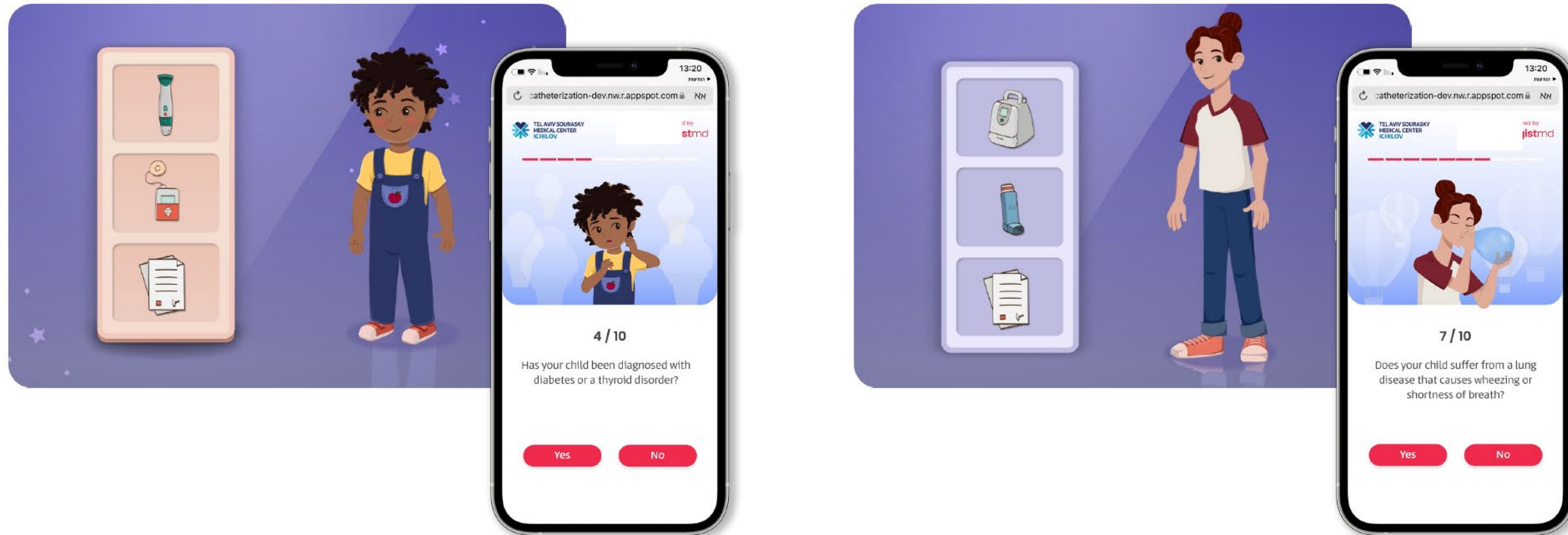
The videos are designed to reduce patients' (family) stress and increase their sense of control through

- **Personalization** according to the patient's language, gender, age, and background medical conditions
- **Use of metaphors** and analogies to explain complex conditions and medical terms
- Project **empathy**

Clinical Personalization

Content is personalized to patient's cultural, demographic and linguistic profile.

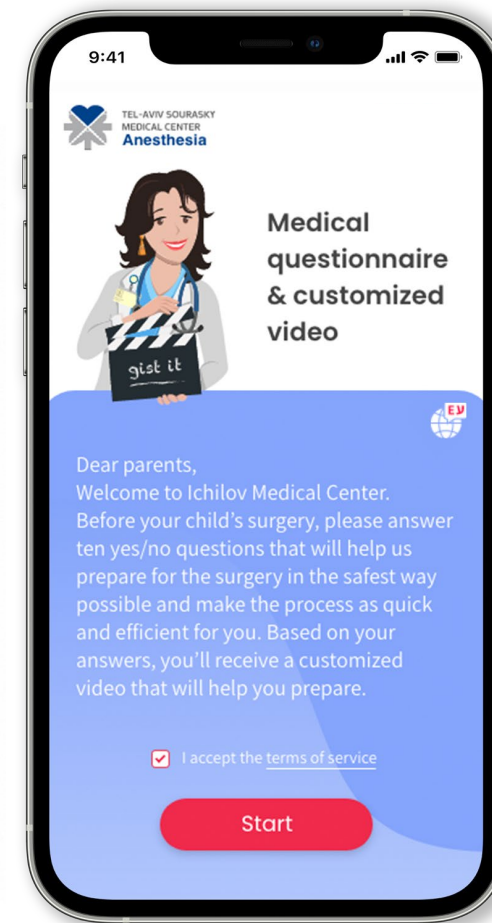
Clinical personalization includes background medical conditions such as diabetes, URTI and asthma



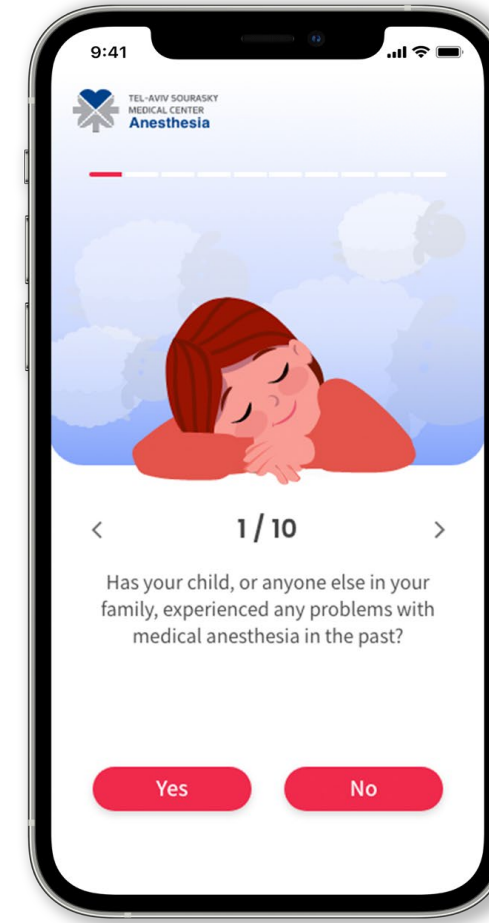
How it works



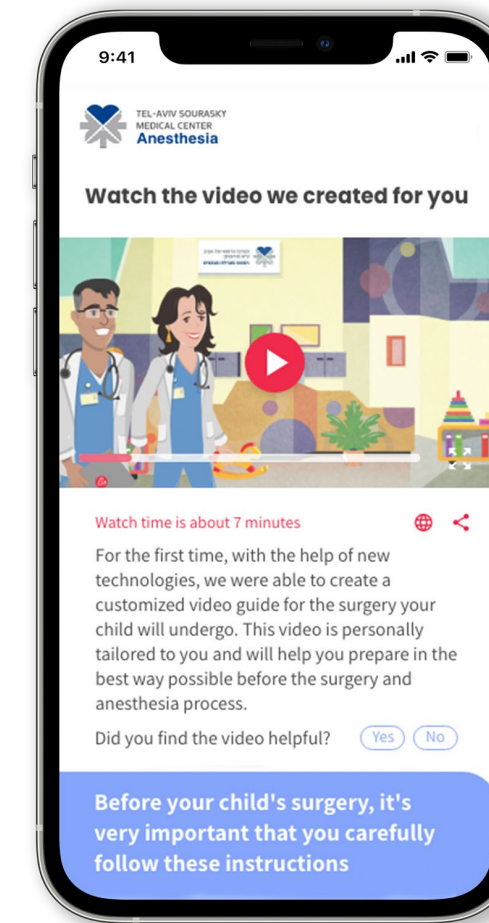
1 / After a decision on a procedure is made, the **surgery coordinator opens a new event** on the platform



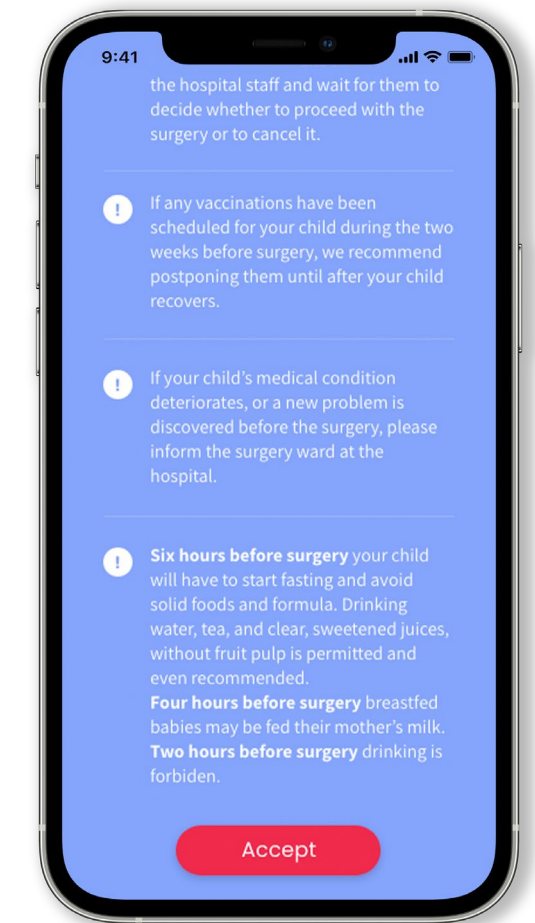
2 / Parents of patient receive text message from hospital **with link to video and preoperative questionnaire**



3 / Parents **fill out questionnaire**

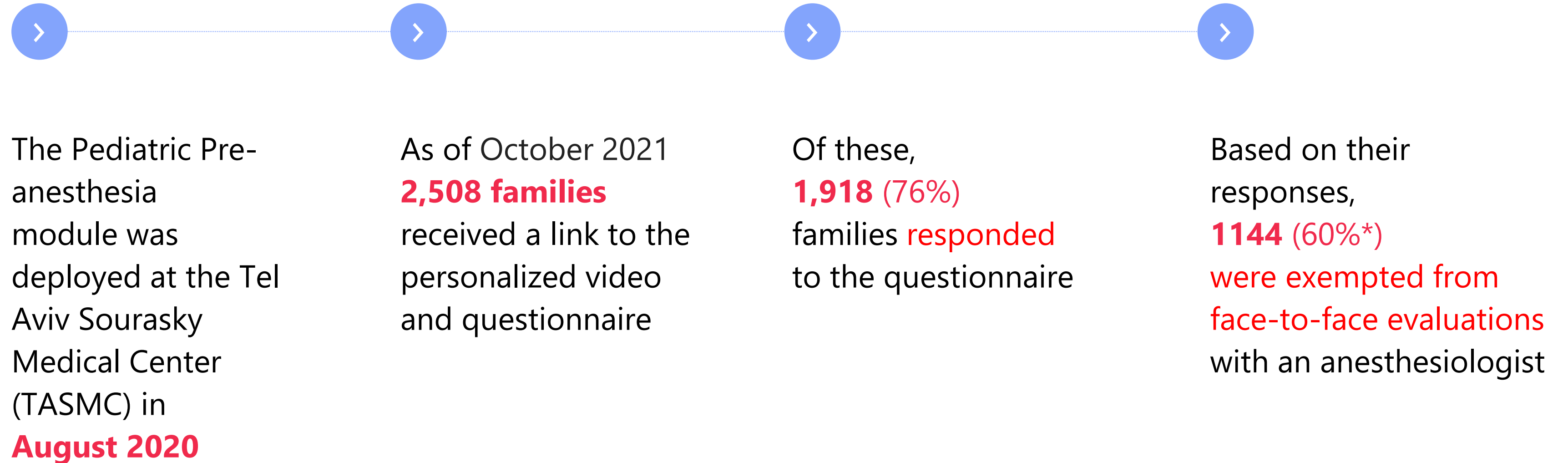


4 / Parents and patient **view** personalized video



5 / Parents **affirm receipt and understanding** of preoperative instructions

First year clinical results



* Out of those who responded to the medical questionnaire

Results -

Results reported
by the hospital



- Effective pre-procedure guidance – 91% opening and completing viewing video at list once
- Reduction of up to 71% in pre-anesthesia visits, depending on the type of surgery
- Anxiety level of parents/child were reduced
- Noted: Improved understanding of safety (marking surgical site, fasting orders, continue/discontinue medications/ prevention of falls..)
- No cancellations of surgery

The Diversity Challenge
**Empowerment
through
Personalization**



Dr. Itzik Sinai, Anesthesiologist

Today I anesthetized an 8 year old girl with cerebral palsy for a back operation. Her previous experience with anesthesia (for MRI) wasn't good. **She came in this morning after watching the personalized video in her language (Arabic). She understood the process perfectly and even asked to choose the method of anesthesia. Incredible!**

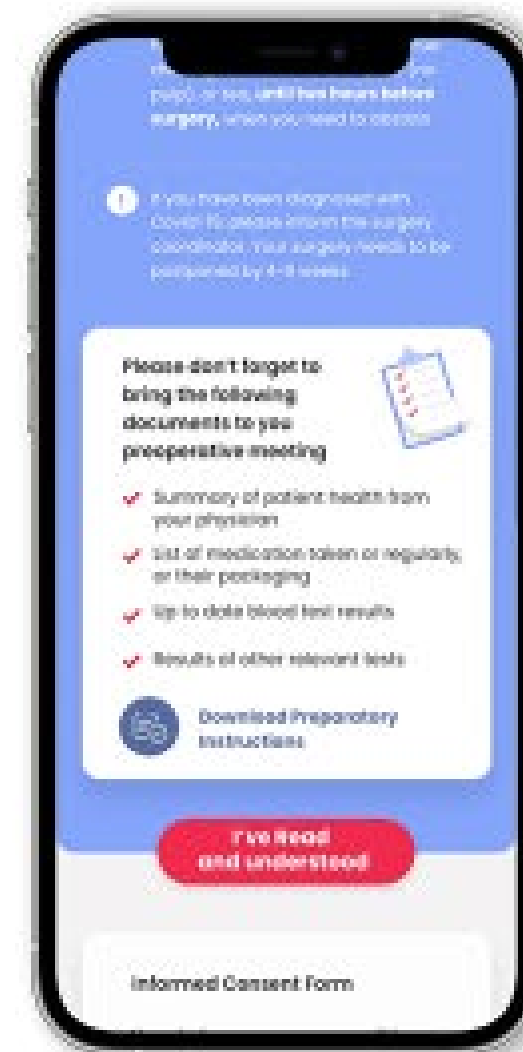
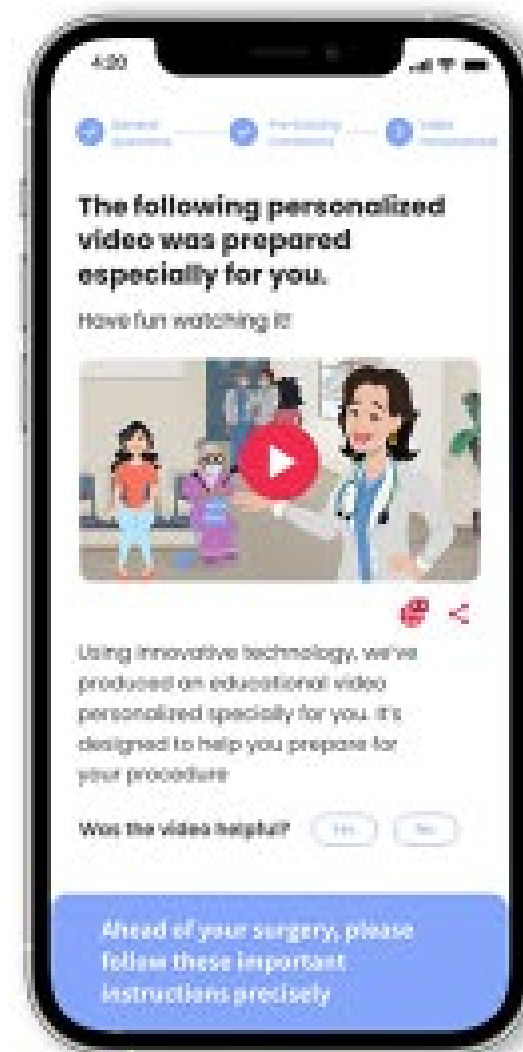
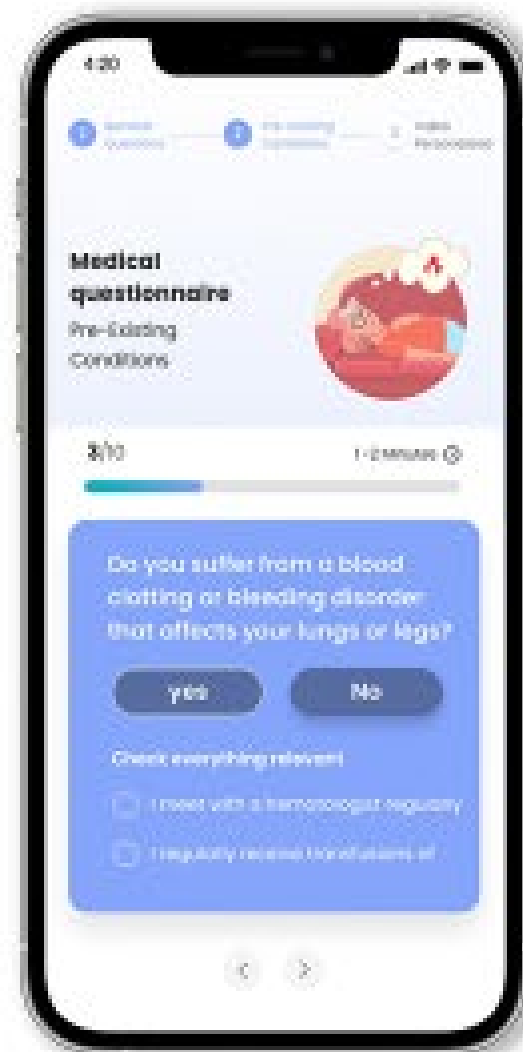
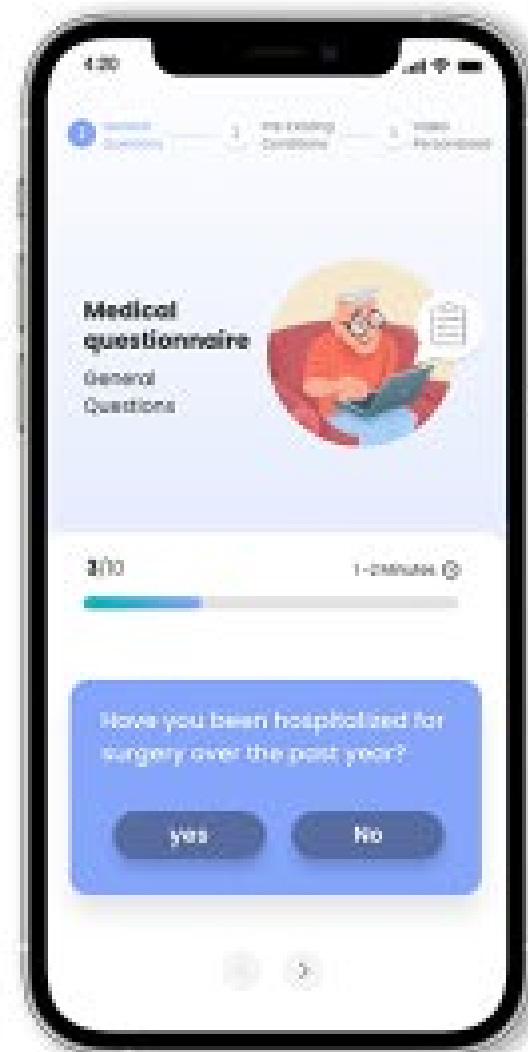
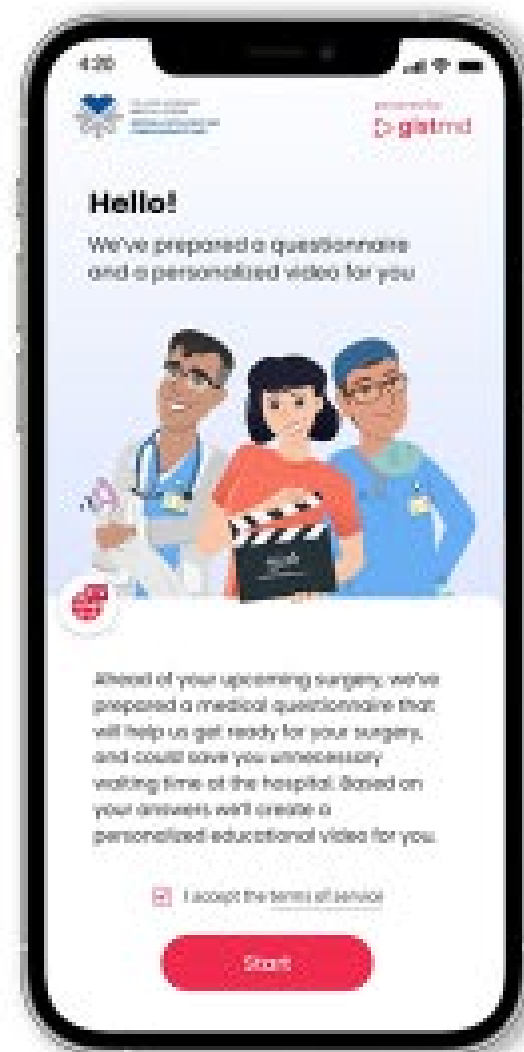


12/2021



Current Implementation
Adult Preanesthesia

Adult Preanesthesia User interface



Intor

Medical Q – General

Medical Q – History

Personalized V

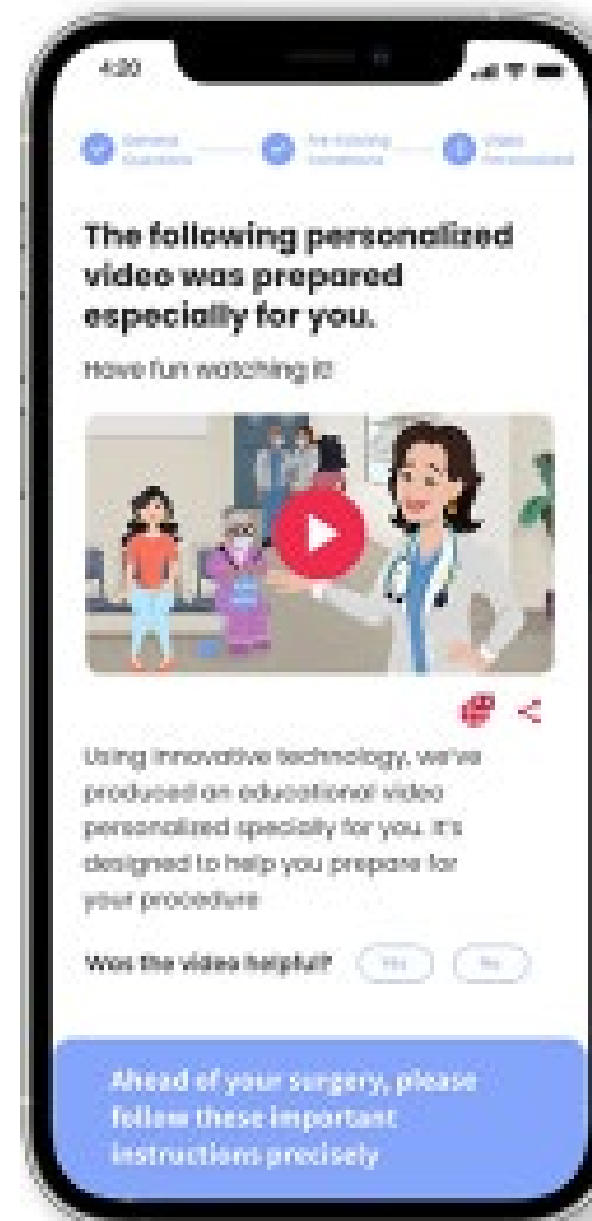
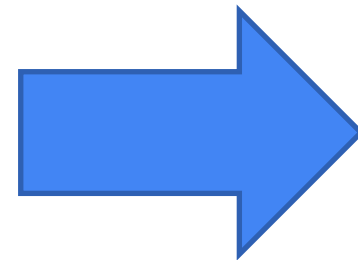
Summary /
Reminders/ Confirm

Surgeon

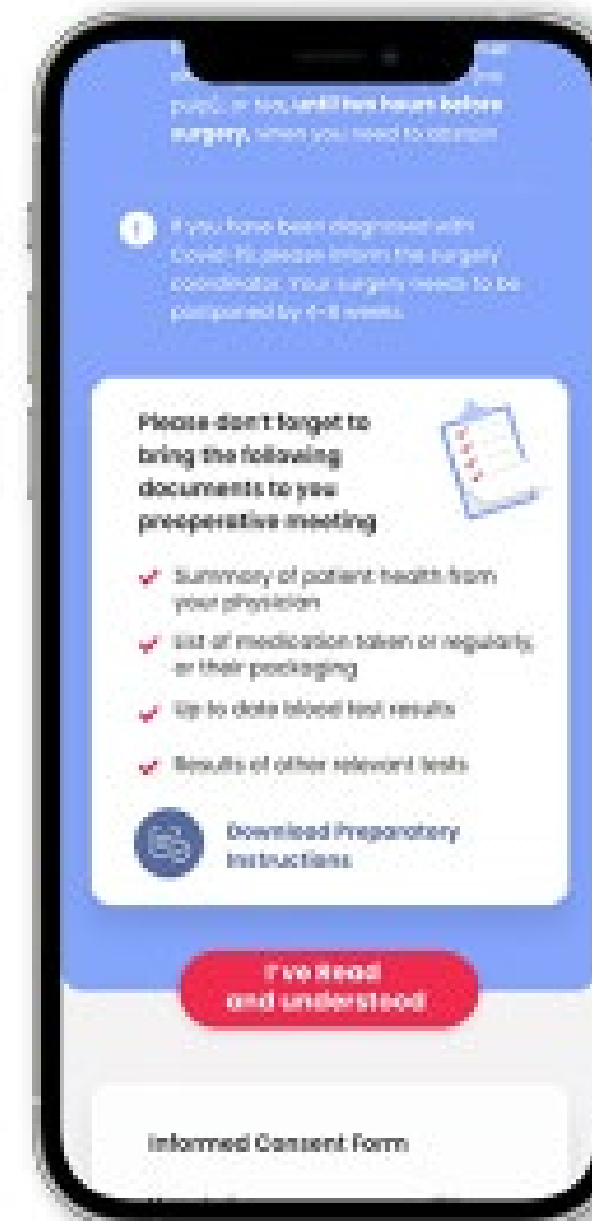
Link sent via text message to patient

Patient replies to Q*

* Consultations
* GP letter



Personalized video



Summary/
Reminders/
Confirmation



No need for preop visit



Scheduled Video-visit



Scheduled F2F meeting

CASE STUDY 2

Outpatient Colonoscopy

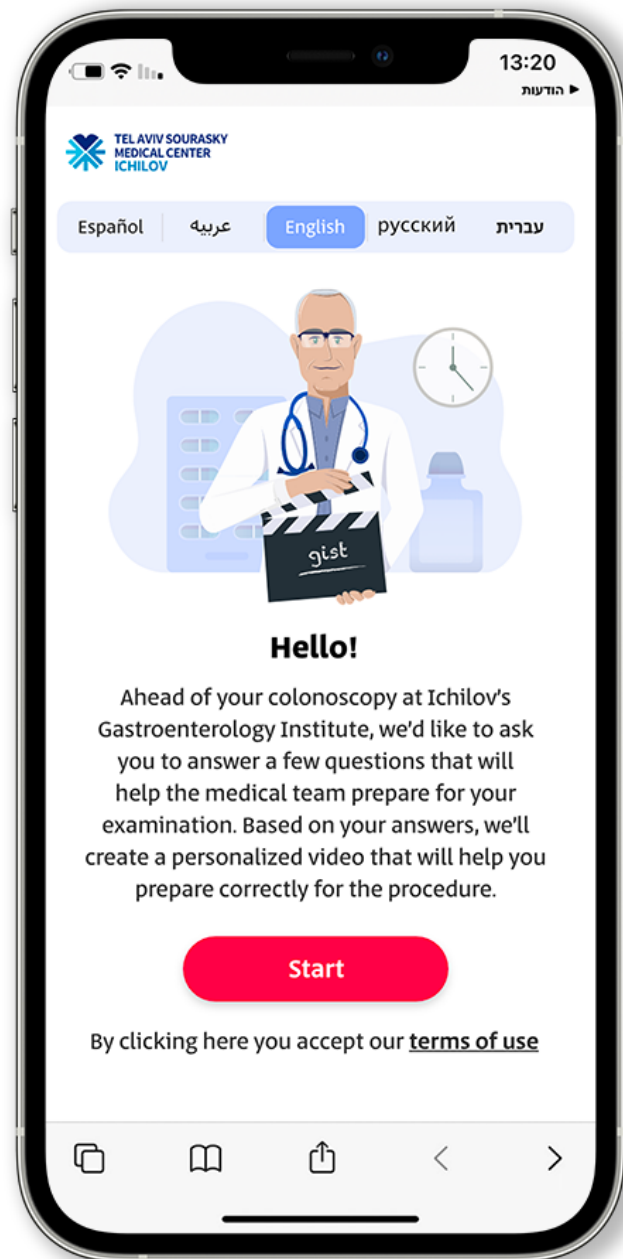
Reduce anxiety - Reduce no-show

Compliance with bowel preparation

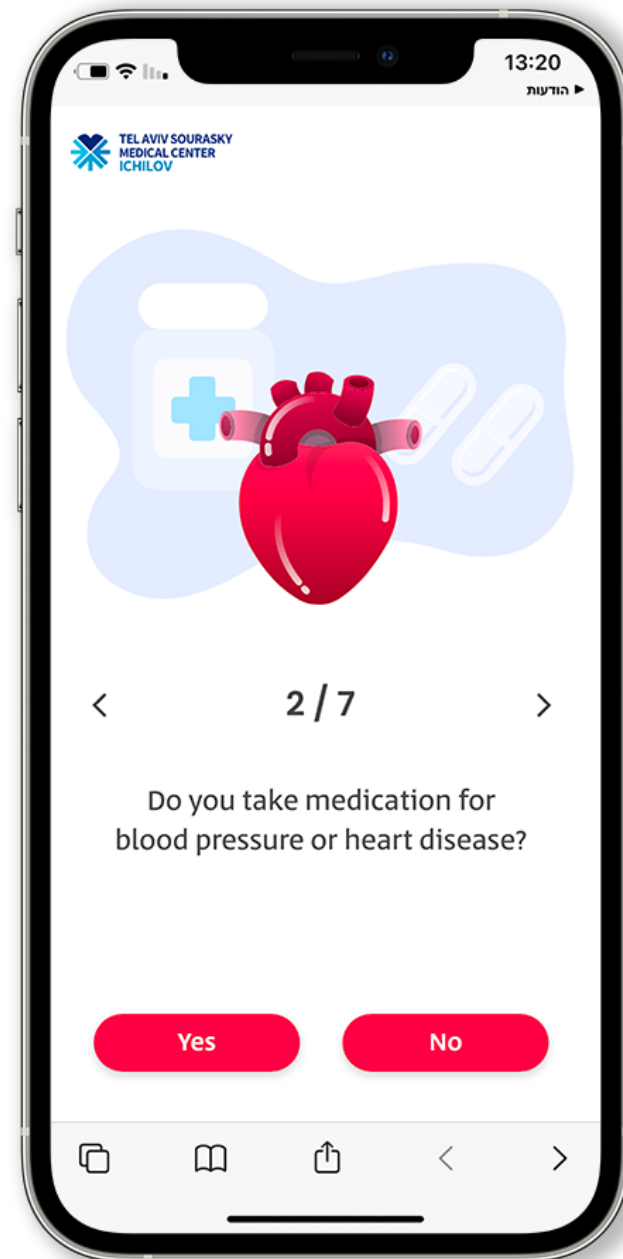
Compliance with drug management (antiplatelet drugs etc)



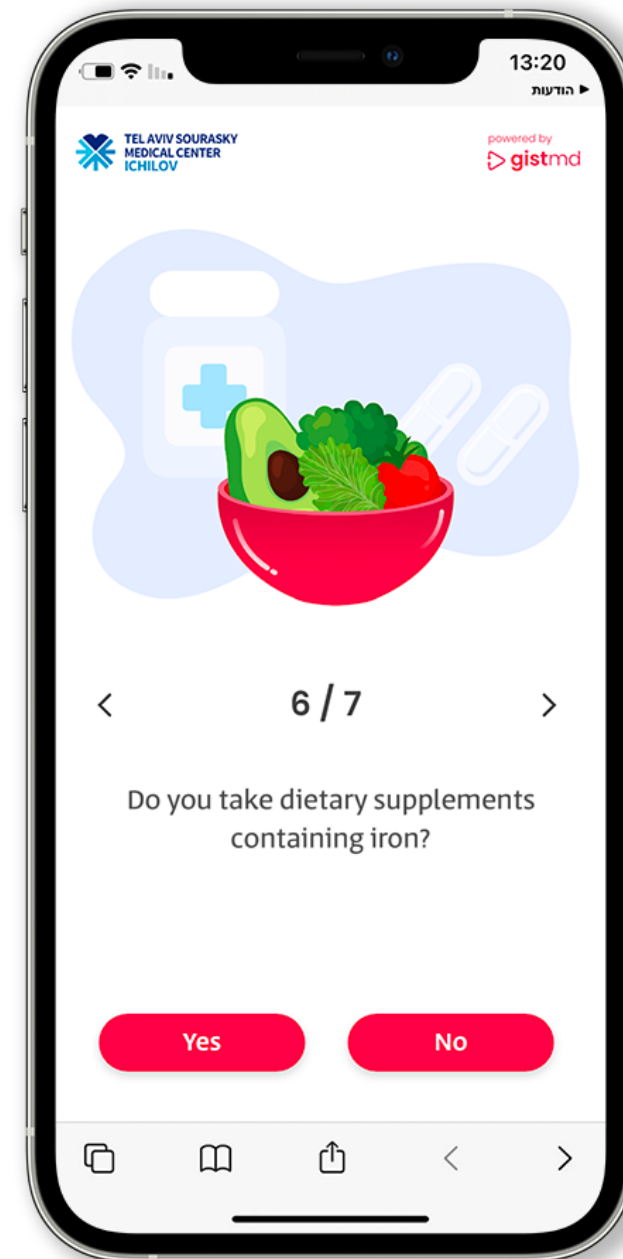
How it works



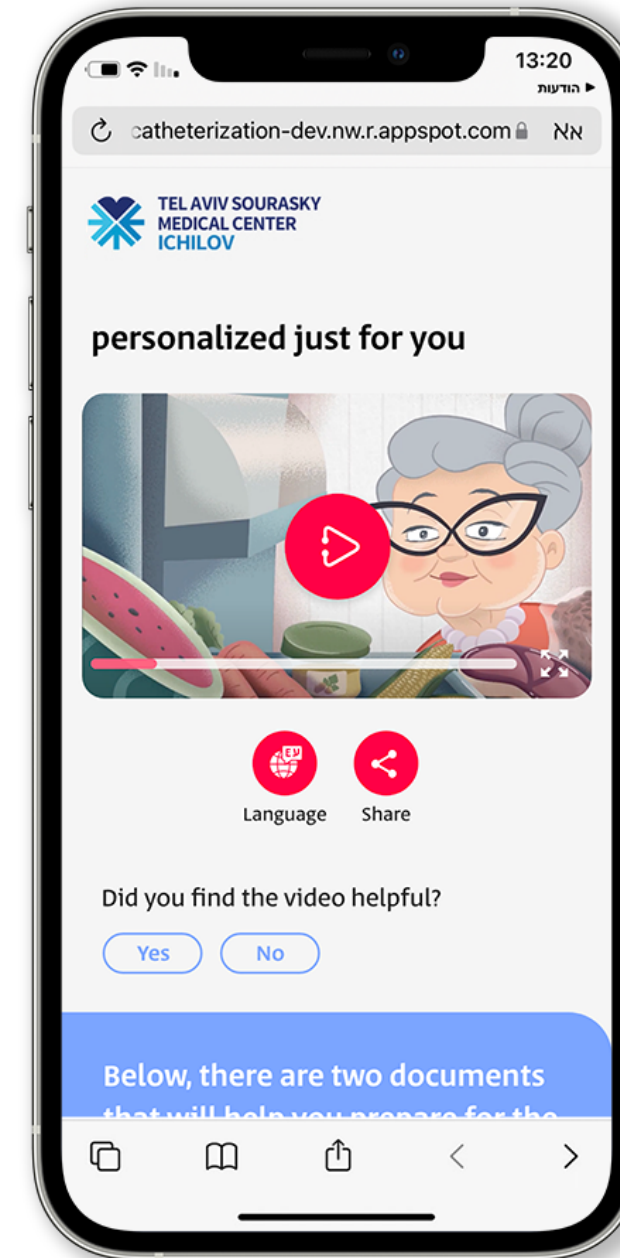
Intro/language demographics



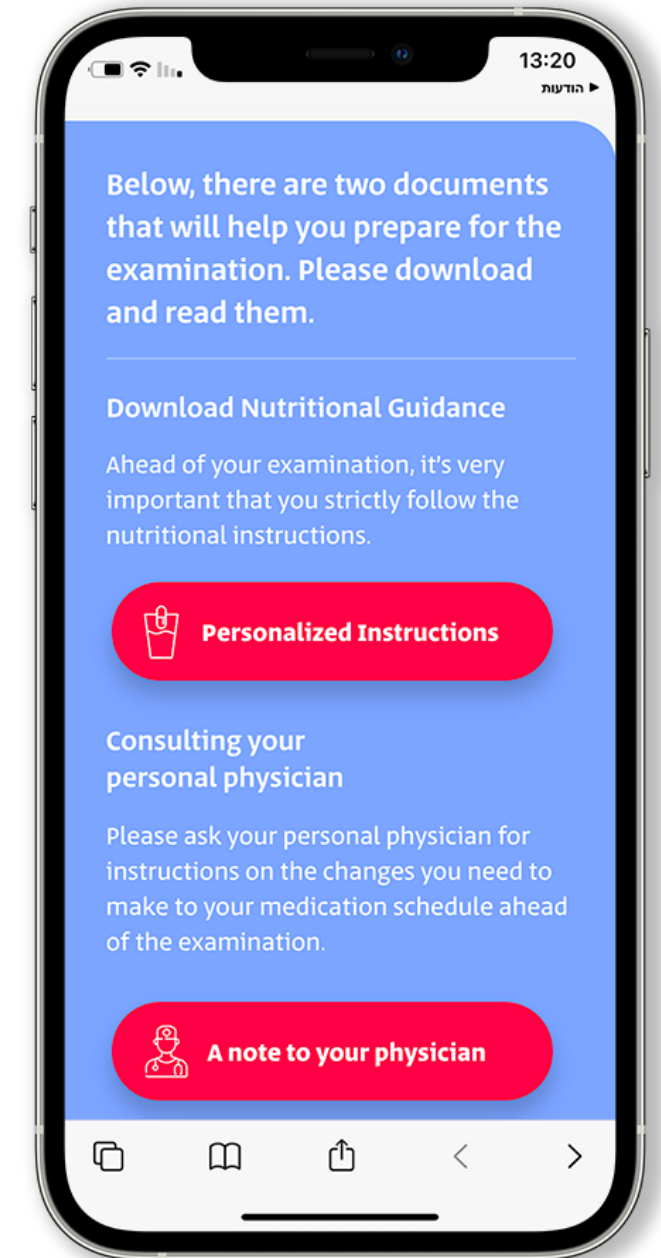
medications



supp with iron



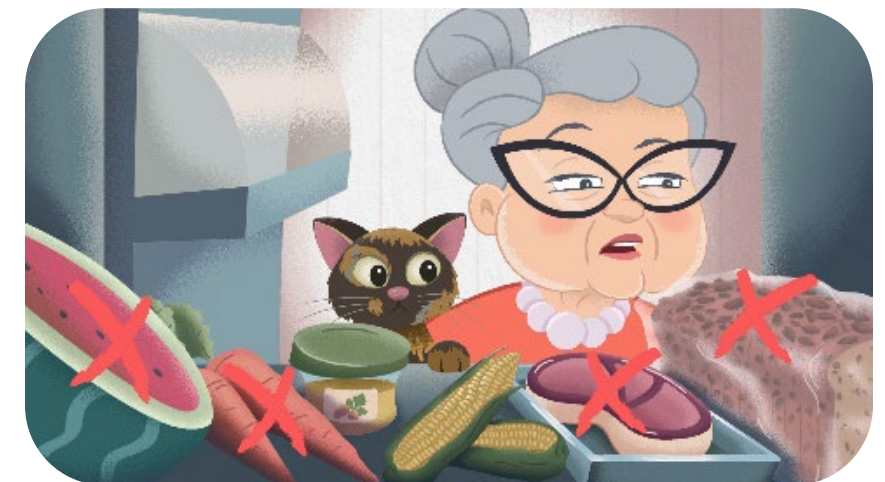
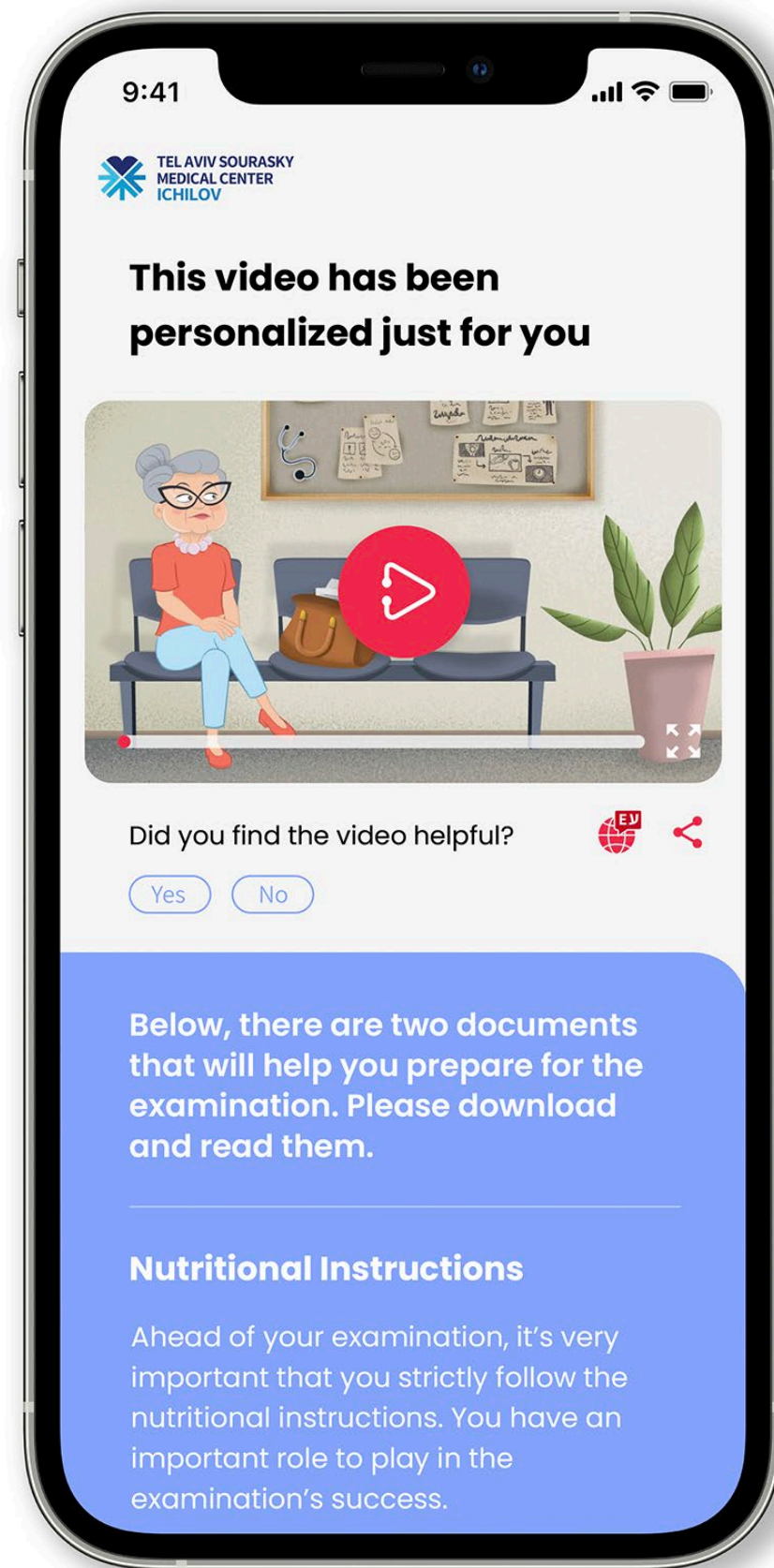
Personalized Video



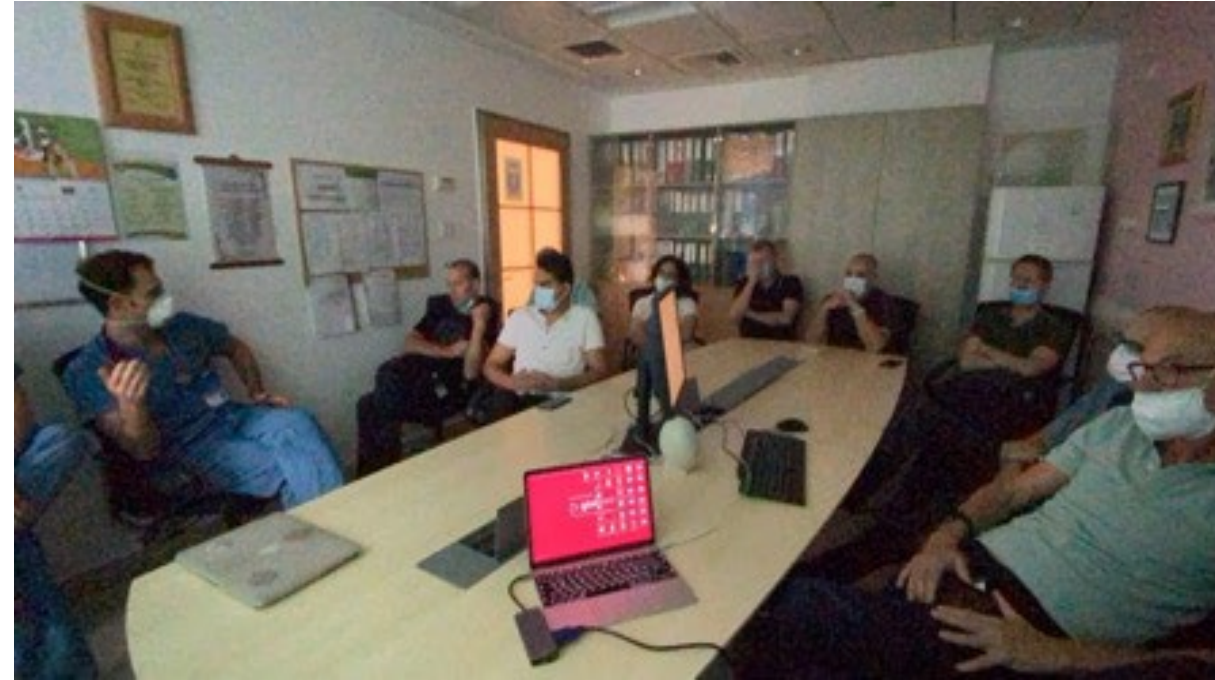
Guidance Notes to the GP

Improvement of 32%
in colonoscopy bowel
preparation adherence

A drop in cancellation rate
because of antiplatelet
mismanagement from 21% to 3%



BRAIN STORMING MEETINGS, SURVEYS OF PATIENTS AND FAMILIES, STORY BOARD, ANIMATION, RECORDINGS, PILOT, EDUCATING THE STAFF, IMPLEMENTATION



The power of personalization to drive engagement



Thank You

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