**Assessing the demand for short animated information videos to enhance knowledge and understanding of renal conditions for patients, carers and healthcare professionals.**

**Aims.** To assess the demand for the development of short animated videos about different renal conditions to help patients and carers understand their underlying condition to help aid patient empowerment.

**Background.** Patient empowerment is widely recognised as an essential component of sustainable high-quality, patient-centred healthcare systems particularly in helping to address the expanding burden of chronic diseases. Where possible patients are expected to take more control over their illnesses or treatments and the multidisciplinary teams (MDTs) are expected to encourage or ‘empower’ them to do so. A key element of patient empowerment is enabling patients/carers to understand their condition, gain the knowledge and skills necessary to help manage their condition and actively participate in making decisions about their care.

The use of the written word is not necessarily the best means of communication especially with patients/carers who may be anxious, overwhelmed by their condition and may also have learning difficulties. Studies show humans are vision oriented and take up about 70% of new information visually. Learning has been shown to be better if multiple sensory channels are used- hearing and seeing information at the same time has a reinforcing effect. Modern commercially motivated communication often uses videos / animations and there are a plethora of devices such as smart phones, tablets and computers to access them. Many younger patients are more familiar and prefer social media and visual information than traditional paper information.

**Methods.**

* Group 1: From 5.1.18 – 31.1.18 patients with non-cystinosis kidney disease, their carers and healthcare teams were shown a short information video about cystinosis- (cystinosislife.orphan-europe.com) describing cause and effect. They were then asked if a video about their renal condition, in a similar format, would be beneficial ‘Would you like a video similar to this to explain your child’s/patient’s condition’. They were also asked whether they would still want a video even if an information leaflet was already available on their renal condition.
* Group 2: In February 2018 at a national nephrology study day for paediatric MDTs, adult MDTs, patients, carers and charity organisations, the same video with the patient/carer/MDT feedback, was shown to the audience and responses polled anonymously to determine whether a repository of ‘bite size’ information videos in a similar format be developed for patients/carers/HCP to enhance knowledge and understanding of renal conditions.

**Results.**

Group 1(n=39). 100% of respondents in Group 1 felt that the animated cystinosis video had helped them understand this rare disease. All stated that they thought a short animated video about their condition in a similar format to the cystinosis video would help them better understand their renal condition and enable them to share this information with family and friends more easily than a leaflet. In addition all thought an animated video would still be beneficial even if an information leaflet was already available on their condition.

Group 2 (n= 79): 100% respondents in Group 2 stated that a repository of ‘bite size’ animated information videos should be developed for patients/carers/HCP to enhance knowledge and understanding of renal conditions

**Conclusion.**

There is strong demand for the development of bite sized animated information videos from patients,carers and healthcare professionals to enhance knowledge and understanding of renal conditions. Condition specific animated videos should prove to be a very powerful tool for empowering patients and so enable the delivery of a better quality and more sustainable health service. More research needs to be undertaken in this area.