



Nottingham
Colorectal
Service



Nottingham University Hospitals
NHS Trust

Improving our colorectal cancer pathway patient experience.

Innovative Use of Technology/Social/Digital Media



The Problem



Patient
“I gave all the booklets to my wife and haven’t seen them since. It was too much.”

Staff:
“It’s a shame we don’t have something nicer to give to the patients. There is lots of duplication.”





**Content agreed +
initial storyboard**

**Illustrations
created**

**Animations
produced**

Script Voice Over	(Visuals on screen)	Visual Reference Point
<p>14 <i>This result is discussed in the post-operative cancer meeting with all of our experts present just as your case was discussed before your surgery.</i></p>	<p>Microscope image pulls out to reveal the MDT</p> <p>MDT meeting as per previous animation.</p> <p>I can supply the screen for this one</p>	
<p>15 <i>You will be told your post-operative histology result approximately 2 weeks following surgery in our Clinical Nurse Specialist clinic. This is an important appointment to determine whether you will require any further treatment.</i></p>	<p>Old man and wife now back in the clinic with the CNS talking about his results. I can supply the screen for this one</p>	



Colorectal MDT and Treatment

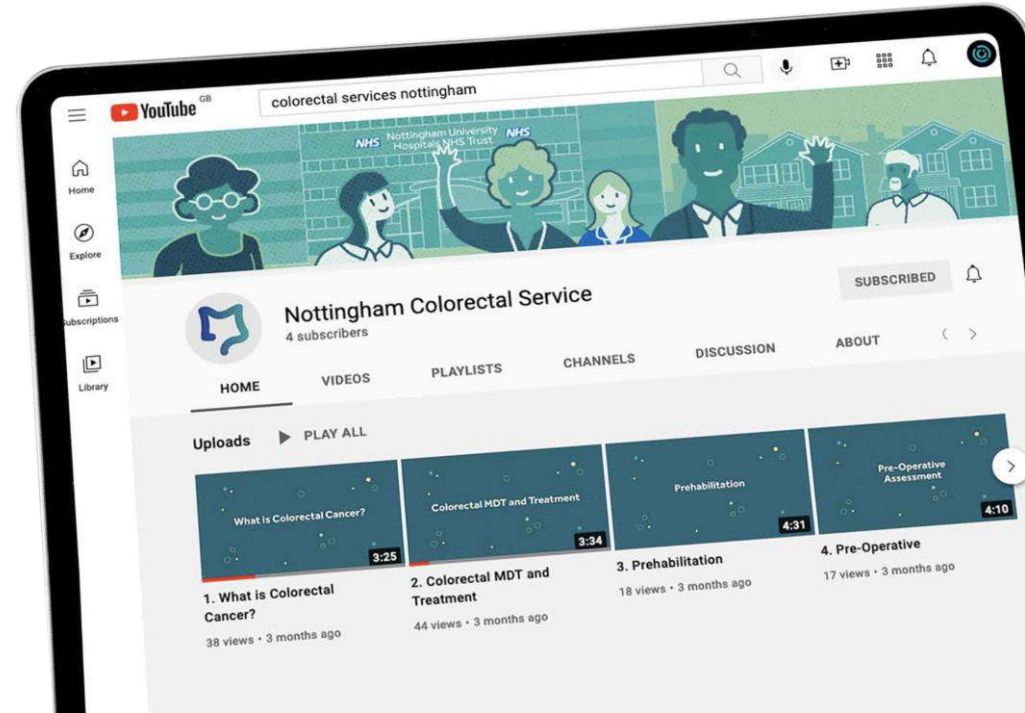
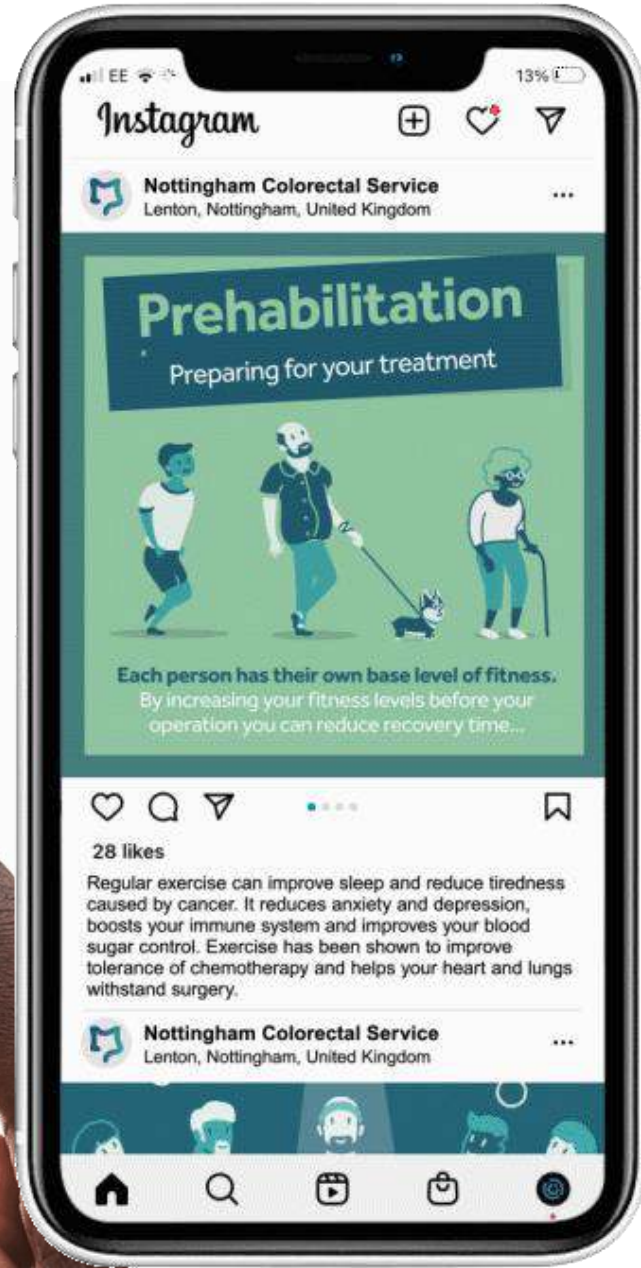
Animation sample



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Sharing videos across generations





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Thanks for listening!