# Communicating the External Beam Radiation Experience

### meet the team



















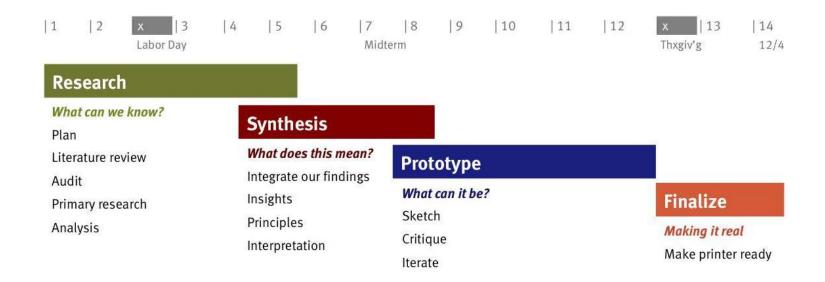




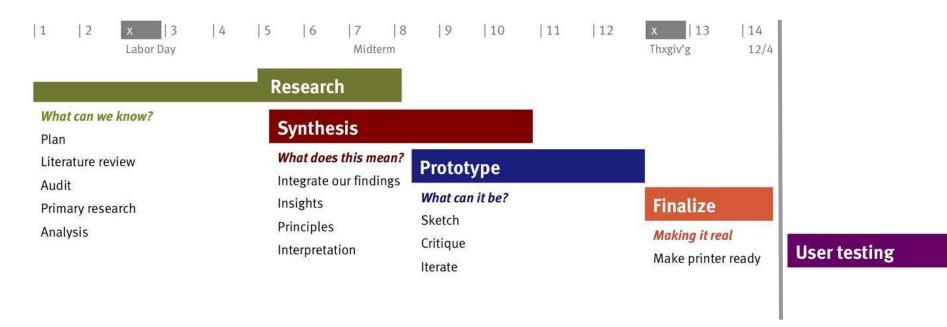
## project brief

We want to decrease the overall level of anxiety patients may have *before*, *during*, and *after* radiation treatment through an improved explanation of the process.

## The original timeline



## Adjusting for IRB approval



## agenda

current state

external beam radiation treatment (EBRT) experience

discussion guide

next steps

## current state

## how it's done today

Patients are given resources at initial consultation and/or can look online. Resource materials are:

- Mostly text
- 11th-12th grade reading level

Physician and nurse supplement resources with verbal review of treatment strategy.



Radiation Therapy and You, National Cancer Institute

### visual narrative

Fast changing medium, tackling very serious topics:

- Abortion
- Mental health
- Death
- Cancer survivorship
- Urban planning education





https://thenib.com/your-work-is-killing-you?t=default

## A new discussion guide



## **Anatomy of the Discussion Guide**

### Intro

### Journey

- Consult
- Simulation Scan
- Planning
- Treatment
- Post-Treatment



## **Anatomy of the Discussion Guide**

### Intro

### Journey

- Consult
- Simulation Scan
- Planning
- Treatment
- Post-Treatment



## **Anatomy of the Discussion Guide**

Intro

### Journey

- Consult
- Simulation Scan
- Planning
- Treatment
- Post-Treatment



\_\_

## **Anatomy of the Discussion Guide**

Intro

### Journey

- Consult
- Simulation Scan
- Planning
- Treatment
- Post-Treatment



\_\_

## driving principles content

- Patient-centered
- Help anticipate possible needs to reduce surprises
- Visualize what's coming next in journey to help decrease anxiety
- Empower patient to be an active participant in conversation
- Allow patients to reference information throughout their journey
- Promote positive relationship between physician and patient to improve care delivery
- Relatable across multiple organizations and geographies (for use outside of U of C)

—

## driving principles form

- Printing and assembly requires standard equipment and minimal time
- Illustrations are relatable to patients
- Text at a fifth grade reading level

## EBRT experience

## secondary research

Principles of healthcare communication

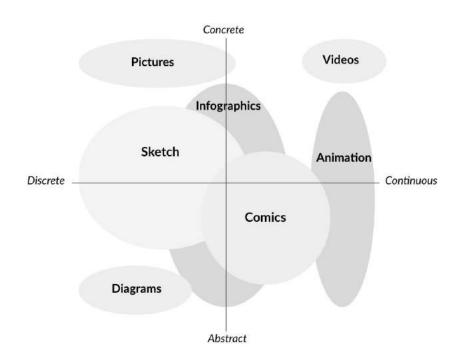
Comics 101

### principles of healthcare communication

- Reduce noise
- Describe what should be done, not what should be avoided
- Tell stories to engage audiences
- Use visuals and texts to support each other
- Choose the right abstraction level
- Consider who may also access and use the tool
- Take into account where it will be used

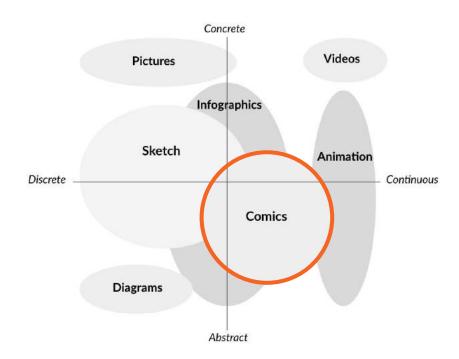
### principles of healthcare communication

- Reduce noise
- Describe what should be done, not what should be avoided
- Tell stories to engage audiences
- Use visuals and texts to support each other
- Choose the right abstraction level
- Consider who may also access and use the tool
- Take into account where it will be used



### principles of healthcare communication

- Reduce noise
- Describe what should be done, not what should be avoided
- Tell stories to engage audiences
- Use visuals and texts to support each other
- Choose the right abstraction level
- Consider who may also access and use the tool
- Take into account where it will be used



### \_

## **Comics are different**

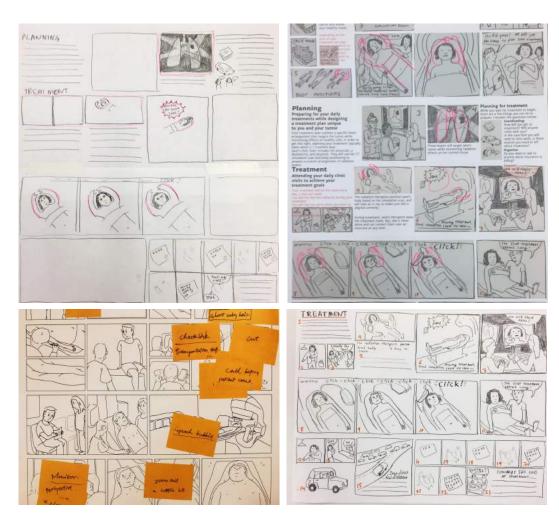
### Attributes of comic narratives:

- Clarity
- Intensity











Tomoko Ichikawa | Faculty Research | Fall 2017

## primary research

multi-level requirements framework

clinic visit

interviews

insight structuring

\_\_\_

## multi-level requirements framework

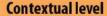
### Core/content level

Best-practice guidelines Clear messages, language Action steps Visual hierarchy + structure



### User needs level

Role + responsibilities Knowledge needs Relevance + value



Supports key interactions
Fits workflows
Prompts key conversation +
reduces practice variation





Credit: Kim Erwin

\_\_\_

## multi-level requirements framework

### Core/content level

Best-practice guidelines Clear messages, language Action steps Visual hierarchy + structure

### User needs level

Role + responsibilities Knowledge needs Relevance + value



### Contextual level

Supports key interactions
Fits workflows
Prompts key conversation +
reduces practice variation



Credit: Kim Erwin

### **Formal process**

Medical, procedural information about radiation therapy

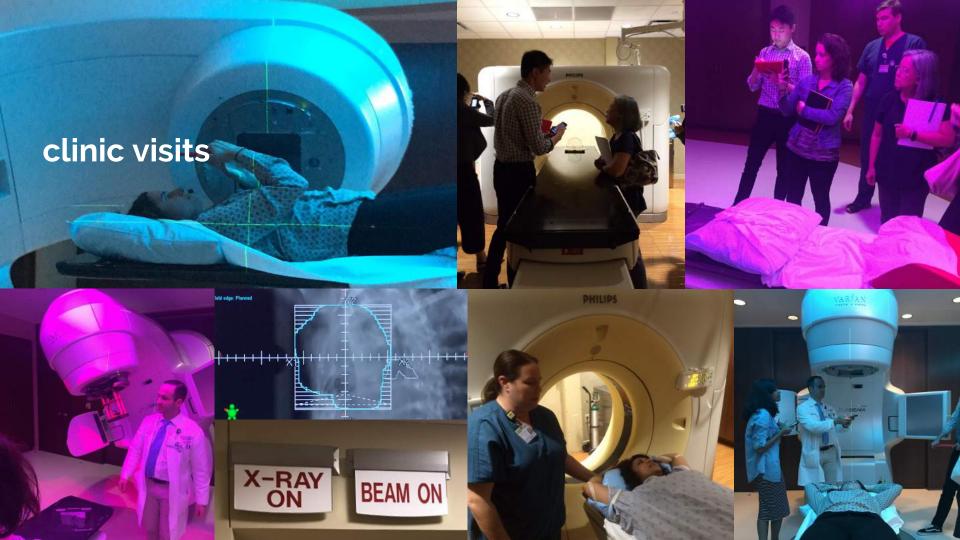
### **Experiential information**

Patient and family member experience

Care team perspective

#### **Broader context**

How and when tool will be used during treatment journey and in a clinic setting



### \_\_

### who we talked to

8

patients

currently undergoing radiation treatment

4

family members

supporting a patient

10

medical staff patient facing

radiation oncologists, radiation therapists, nurses

2

medical staff non-patient facing

physicists, dosimetrists

3

non-medical staff patient support

social workers, patient service reps, practice admins

### patients

### family members

- Patient journey from diagnosis to treatment
- Communication and support
- Needs

## medical staff patient facing

- Perspective on patient journey
- Resources and information
- Clinic context

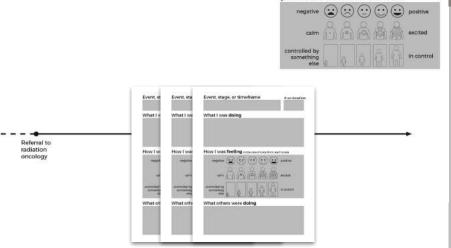
### medical staff non-patient facing

- Perspective on patient journey
- Clinic context, contribution to journey

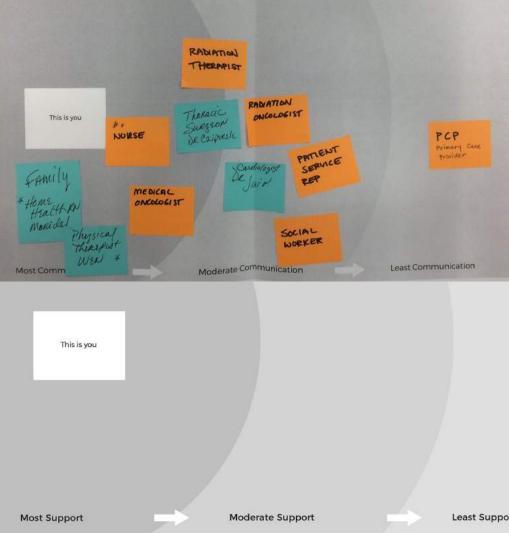
## non-medical staff patient support

- Perspective on patient journey
- Resources and information
- Clinic context

Understanding patient journey and resources along the way



point to one choice from each scale



Early tests for visual style









Tomoko Ichikawa | Faculty Research | Fall 2017

raw data processed data

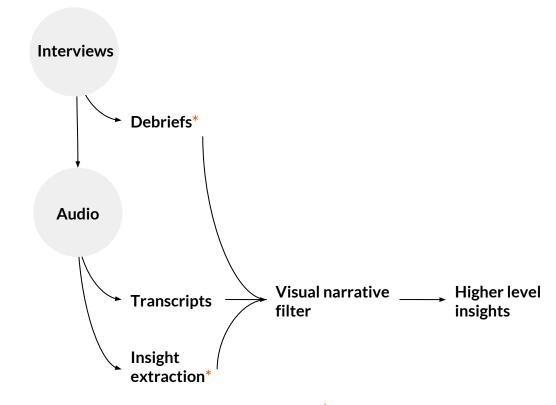
## distilling data to make it useful

Interviews are open ended for wider contextual understanding; need to distill what we heard to meet our design objectives

### Challenges:

Compressed timeframe

Need for outcome specific approach and methods



Methods from design research practice

## Insights that inform content

Quote

expecting their radiation therapy clinic to be interested or asking these types whatever it is...it's checkboxes actually. Financial, insurance, they have basically

There are multiple barriers that make it hard for the social worker to connect. If it's 4 or above, I try to make an appointment with the patient. And when I try to with patients: time (patients already spend a lot of time at the clinic), stigms make the appointment with the patient, I by to connect it to either a radiation

(some patients aren't open to getting help from a social worker), and maybe appointment or chemo appointment or something like that. I've been a social

visual narrative could introduce a social worker and provide some examples is to a counselor or a therapist. So I try to make it as easy as I can for the

The idea that it's more than just "treatment" -- it's a process and a journey. I like to call it a journey, I ask "how is your journey going" and "what is the

for patients. The radiation therapy is not the only thing going on in their lives, hardest thing for you, what is the easiest, what is your support system like?" I it can impact everything in their life, and is might be taking place after other don't use those clinical terms like "support system." I'll say "well, who helps you?"

other column is purely physical.

patients so they don't have to make a special trip.

don't have to go into an office or that type of thing.

When the patients are new, they have a packet of papers they need to fill out.

One of them is called the Distress Thermometer, and it's 0-10 and you can write

one column of psychosocial, like emotional, spiritual, psychosocial. And then the

worker a long time and there is a stigma, going to a social worker. Just as there

doctors have a more global view of things. And the nurses get into the more nitty

Typically, they see a nurse once a week. There's a thing called an "on treatment

visit." Dr. Golden has them on Thursdays and Dr. McCall has them on Mondays.

And so before the doctor goes into see the patient on treatment, the nurse will go

That type of thing. Just to try to gauge of where they are at emotionally.

The nurses ask all the more clarifying questions during their assessment. The 09251702MSPKM

Sometimes it'll be as informal as going into the dressing room when they're dressed and waiting for the, just to kind of meet them where they're at. They

Interview content includes much more than we need.

How to distill into meaningful categories?

Group

Group 3

Group 3

Group 3

Group 3

Group 3

Group 3

Insight

similar tool.

\* 1 Every new patient at the clinic completes a "distress thermometer"

for things they can do to support a patient.

intense treatments and tough decisions.

their roles to the patient?

worksheet that is shared with the social worker. Patients might not be

of questions. Note: Would be interesting to find out if other clinics use a

tack of knowledge (not clear what a social worker can do for them). The

radiation therapy. How can the tool support both of them, and communicate

"On treatment visits" - that's when the patient will typically meet with the

Meetings with the social worker can be very quick informal check-ins.

\* 4 A third party's perspective on the role of nurses compared to doctors in

doctor during the course of their treatment, one day per week.

09261704PFCWS 09261704PFCWS 09261704PFCWS 09261704PFCWS 09261704PFCWS

**Engagement Code** 

09251702MSPKM

09251702MSPKM

09251702MSPKM

09251702MSPKM

10041722MSPN

10041722MSPNE

10041722MSPNF

10041722MSPNE

Engagement Code

09261704PFCWS

09261704PECWS

Group 2a

8 to keep the appointment on time, everything is briefly

9 nurses usually can cover everything they need to cover

10 side effects may be introduced when they encounter them.

14 Patients can feel guilty for not reading the information.

Life has an expiration date when one has cancer.

Casual conversations between patients in changing

room can impact how the patient perceives the

Patients should feel comforted by the fact that they'll be in the clinic in/a

We are trying to keep it half an hour to 45 minutes time slot like for the MA and n

The doctor will explain more, kind of cut off and get out of there. Not be in there But in the most of the part, you can cover everything you need. Every week they are going to meet me and the doctor, just to see everything gos

the treatment, and you can touch more on their first appointment, or that week th starting about side effects and stuff, because you don't experience side effects in

not a new diagnosis of cancer. So they are costumed to hearing cancers just like

But there could be a little more context in that information packet because when I le like I could have filled up a whole, or to be honest, a small version of an Encycloped Britannica. And I'm telling my wife, "Hey, did they say something about radiation and there was?" "I don't know." I don't know if you need to bring your whole family with y know what the answer is. I don't do what you ladies do, but I can only tell you how I that's on me because I didn't read the information, but you can bet that I did after I fi

[What he remembered from consult] how many radiation treatments I was going to h

actually, but then, you know, a few days go by and you walk around in a fog. Someb you you've got cancer and God forbid they tell you you've got a life expectancy. Or t extend your life five years. No matter how you slice it they still put an expiration date A conversation has to happen about mental health, you know what I meen? Because

dark place to be. Maybe they'd be locking me up in a rubber room if I was having th

conversation with a psychiatrist. I don't know, but I'm just telling you where I'm comi and people I've talked to in the changing room, which might sound bizarre. You know your day going? I thought I felt bad when I got here. A guy told me, I didn't know hin want to be intrusive. Said, "Ah, almost a month I've been doing this grap." Said, "I kn you feel." He says, "I don't know how much longer I can take this." I'm like, "You can long as you keep putting one foot in front of the other." It's hard to come here.

And then I think about man, am I entitled to feel this way because look at the little ki thought about those little kids at St. Jude, you know. I'm like, I'm 56 years old, I've g problems. These kids are two years old, for Christ's sake, they got more hoses in ar

Kathleen, the girl in the radiology that give you your schedule or updated schedule.

you're not going to have a good outcome. It isn't going to happen. Then if you're in t you're thinking well, what am I doing this for because I'm still in this mindset halfway

hey, if you're having any problems with depression and anxiety, somebody to talk to Personally, I don't want to go to the Cancer Center in Mokena and talk to somebody

doing a little bit of education in that initial time with them, that first 30-40 minutes

golden comes in, then following up with any processing or ordering before we st radiation, and then once they're on radiation, symptom management with dr. gol

I like to tell patients that I keep the puzzle pieces together. So I gather them up to history, putting together a story line, and then as we're going through we're conti

on to that story. So making sure there is coordination, that if they have questions

lot of times there's a lot of specialities involved) then I'm always in the loop in ter

When going through treatment we see them gross a week or as needed. We see

We see all of our patients after they're done with treatment one month after they

then it depends on you know are we going to see them in three months, six mor

head and neck patients have difficulty swallowing so they'll be going through tre-

might have seen them on a Thursday how's your swallow it's fine, no problems a

the weekend all of a sudden there are issues so they'll stop at the nurses station

In the exam rooms we have a sign that says speak up and it is a way for patient

If they see anything...we always say have a questioning attitude so at the time of them - the best way that I can help them is if they feel comfortable, come to me

or respectfully, 30 years old. Sit there and nod your head.

for followup, ordering imaging, again symptom management

to see Kathleen about having some additional pain

any questions or concerns

That's a build up since you get radiation.

step treatment type of thing.

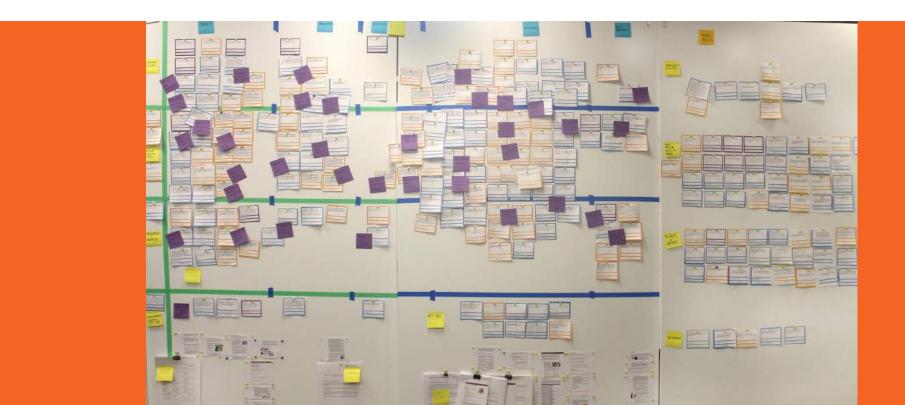
Emotional support from staff he's in contact at the clinic, [Care circle people who helps with emotional stress] Dr. Golden and his staff, Dr. Go

Believes that mental mindset effects physical outcome. The bottom line on that is you can do all the radiation but if your mind isn't in the rigi

Would appreciate having psychiatric help in the clinic; And then I'm like, well, it's not on them to say hmm, B\_\_\_\_told the young ladies he everyone is feeling down about their situation. Having a psychiatrist so better get one. It's up to me to say something. It really is. But if they it

11 patients usually get used to cancer treatment when they come. For the most part, surprisingly not always. But it 50-50. When they come into rac

## Insights that inform content



### —

## Insights that inform content



### \_

### Insights that inform content



# discussion guide

—

# from insights to real

Content creation



Form giving



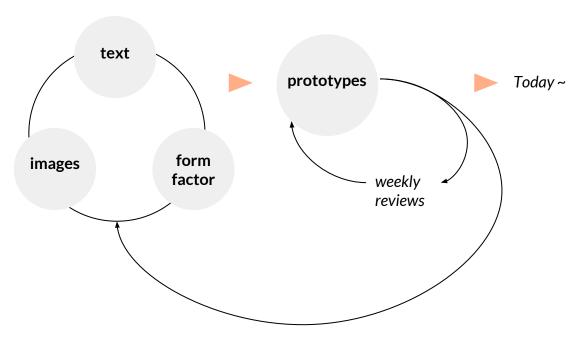
Form refinement

Simultaneous exploration in

• **Text**: language simplicity

• Images: level of abstraction, style

• Form factors: easy to use and produce

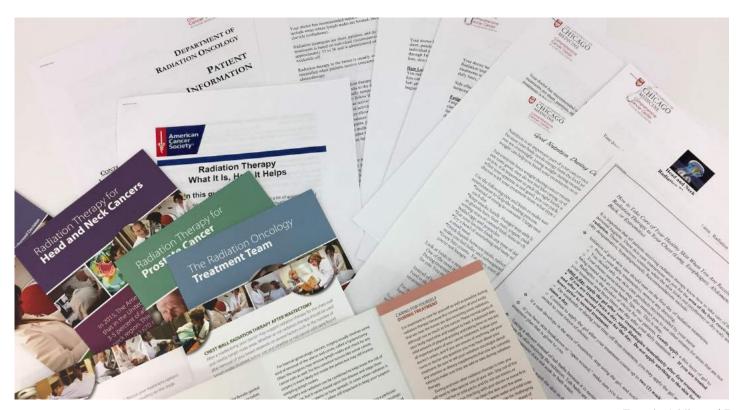


## prototyping

form

content

### Patient education materials get stacked and 'never looked at again'



### Education materials get stacked and 'never looked at again'

### Guide needs to look and feel unique

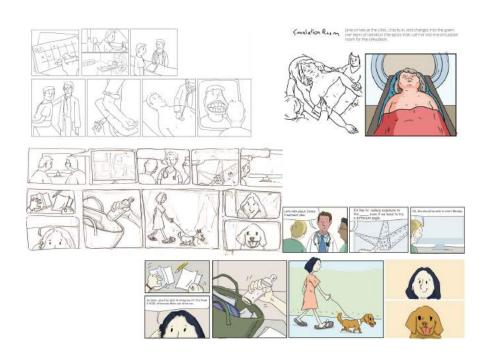


# Detailed images are hard to relate to, while abstract images seem childish and unrefined



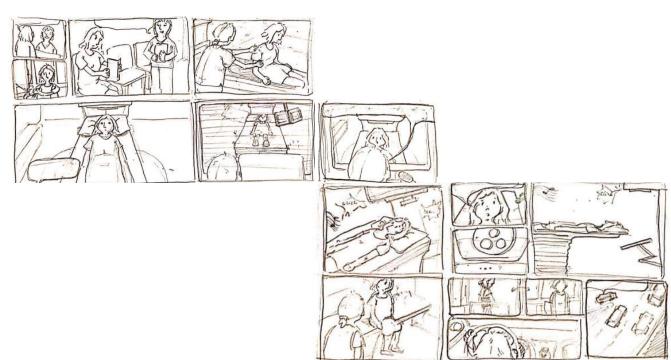
Detailed images are hard to relate to, while abstract images seem childish and unrefined

## Images must meet the 'Goldilocks principle'





# Visual narratives have their own pacing and language, making them a strong medium for helping patients envision what's to come



Visual narratives have their own pacing and language

# Reduce surprises by providing substantial visual narrative



Jane does not feel the radiation while it is happening. Jane is safe to be around anyone as soon as she finishes each treatment. She is not radioactive.

### Current material is written at a 12th grade reading level

#### What are my treatment options?

- · Treatment options overview
- · Is radiation therapy necessary if the margins of the removed tissue are clear?
- How can I make a decision between mastectomy and breast conservation therapy?
- · What are the cosmetic results of breast conservation therapy?
- · What is the prognosis after recurrence?

#### Treatment options overview

Treatment options include mastectomy or breast conservation therapy (BCT). Mastectomy is an operation to remove the entire breast, and usually the entire nipple. Often an axiilary sampling is also done which removes the glands under the arm called axiilary nodes. The surgeon may evaluate just one or two nodes (sentinel node/s) or may perform a more extensive axiilary dissection to check for disease spread. Mastectomy sometimes requires a hospital stay. A drainage tube is sometimes temporarily left in the surgical cavity after a mastectomy to help prevent fluid accumulation. Women who undergo a mastectomy have the option of breast reconstruction.

Breast conservation surgery removes the breast tumor and a margin of surrounding normal tissues. It is also known by other names: lumpectomy, partial mastectomy, segmental mastectomy or quadrantectomy. Radiation therapy usually follows lumpectomy to eliminate any microscopic cancer cells in the remaining breast tissue. The purpose of breast conservation therapy is to give women the same cure rate they would have if they were treated with a mastectomy but to leave the breast intact, with an appearance and texture as close as possible to what they had before treatment. The surgeon may remove some lymph nodes by performing a sentinel lymph node procedure or axillary dissection at the same time as the lumpectomy procedure or later. It is estimated that 75 percent to 80 percent of patients can be treated with breast conservation therapy rather than mastectomy with excellent results. Years of clinical study have proven that breast conservation therapy offers the same cure rate as mastectomy.

Your radiation therapy procedure might include:

- External Beam Therapy see the External Beam Therapy page
- Intensity-Modulated Radiation Therapy see the Intensity-Modulated Radiation Therapy page
- Brachytherapy (interstitial, single catheter or balloon-based) the temporary placement of radioactive materials within the breast to
  treat partial breast only or employed to give an extra dose of radiation to the area of the excision site (called a "boost") see the
  Brachytherapy page.

Patients may also have chemotherapy or hormonal therapy if there is a risk that the cancer may have spread outside of the breast to other

#### Do you have a personal story about radiology?



#### Related Articles and Media

- · External Beam Therapy (EBT)
- Mammography
- · X-ray (Radiography) Chest
- · General Ultrasound
- Computed Tomography (CT) Chest
- Intensity-Modulated Radiation Therapy (IMRT)
- Brachytherapy
- . Introduction to Cancer Therapy (Radiation Oncology)
- . Breast Cancer Screening
- · Breast Cancer
- Skeletal Scintigraphy (Bone Scan)
- Clinical Trials and Screening: What You Need to Know
- · Images related to Breast Cancer Treatment

#### Sponsored by





Current material is written at a 12th grade reading level

# Text should score near fifth grade reading comprehension

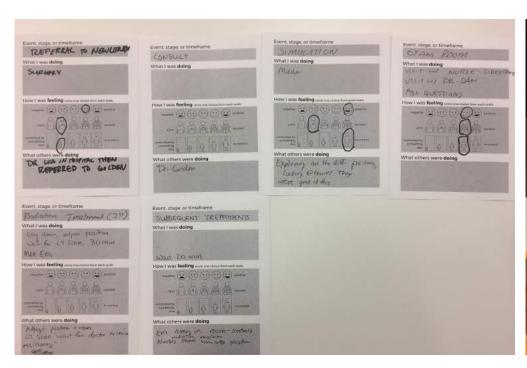
Averages	
Sentences per Paragraph	1.5
Words per Sentence	9.1
Characters per Word	4.6
Readability	
Flesch Reading Ease	72.1
Flesch-Kincaid Grade Level	5.4
Passive Sentences	0%

Current material is written at a 12th grade reading level

# Text should score near fifth grade reading comprehension

Averages	
Sentences per Paragraph 1.5	
Words per Sentence	9.1
Characters per Word	4.6
Readability	
Flesch Reading Ease	72.1
Flesch-Kincaid Grade Level	5.4
Passive Sentences	0%

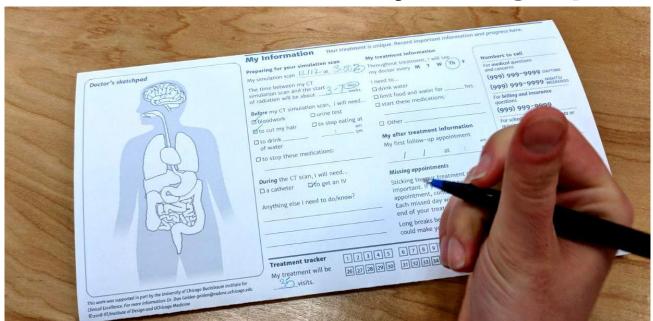
### Everyone's cancer journey is different





### Everyone's cancer journey is different

# Provide areas to customize patient information, textually and graphically



### There are differences across RT clinics

























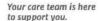






### There are differences across RT clinics

# Guide should accommodate differences in environment and care team



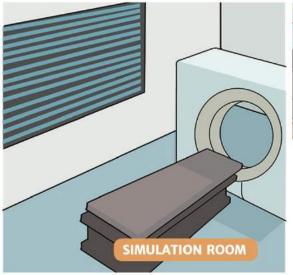






DOSIMETRIST

PHYSICIST



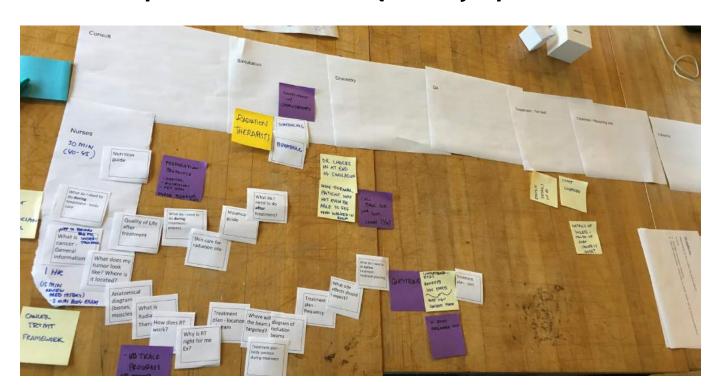






Jane arrives at the clinic, checks in, and changes into a gown. Her team of radiation therapists call her into the room for her CT scan.

## Patients do not retain information given during consult because of stress and sheer quantity of new content



### Patients do not retain information given during consult

# Divide experience and information into phases for timely references



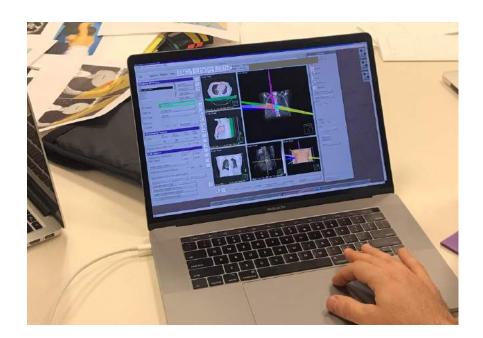
1. Consult	Discussing radiation treatment
2. Simulation Scan	Determining the best position
3. Planning	Creating your custom plan
4. Treatment	Visiting your clinic for radiation
5. After Treatment	Assessing the effects of treatment

## Patients want to start treatment immediately, and do not understand why they have to wait

Do you talk to the patients about the physicists and their role?

I don't. Um, sometimes, if they're in the room, then I introduce them and let them know why they're there. Sometimes when we're talking about the treatment plan I say "there's a whole team working on your plan". But I generally don't talk about them...

maybe I should. "

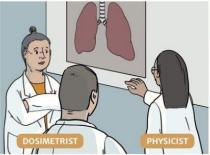


### Patients want to start treatment immediately, and do not understand why they have to wait

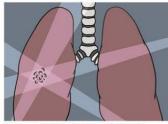
### Be transparent regarding treatment planning

### 3 Planning Creating your custom radiation plan

Your custom plan includes a specific arrangement of radiation beams. These target the cancer while limiting the effect on healthy tissue. In order to get this right, planning your treatment typically takes about 3-7 weekdays.



Jane's care team will use your CT simulation scan to prepare her custom radiation plan.



These radiation beams will target Jane's tumor while limiting effects on her normal tissue.

### What you can do while you wait

#### Coordinate

How will you get to the clinic? Will anyone need to come with you?



If you will need to miss work, is there anyone you need to tell?

#### Organize

Do you have questions about insurance or billing?



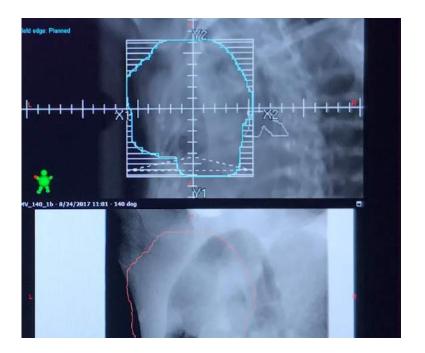
### Seek support Who can you go to for emotional

support?

## Patients do not understand the long-term implications of radiation on healthy tissue

There was a swallowing specialist, we went and had swallowing tests, and my husband thought that was a complete and utter joke.

I didn't think it was a joke, and really it's come back to haunt us because he still can't swallow and she wanted him to do swallowing exercises and he thought it was a complete joke and he would never do any of them. But in retrospect he should have, because he has all these problems now.



### Patients do not understand the long-term implications of radiation on healthy tissue

## Highlight after-treatment care as an important part of the journey

A few months

### 5 After treatment Assessing the effects of

treatment on the cancer and your body



ane is done with er treatment.

After radiation treatment ends, the effects of radiation continue to treat the cancer. You will continue to see your care team at your clinic. They will assess the success of treatment and monitor for side effects.



Jane talks to her nurse and doctor about her side effects at her first follow-up appointment.



At her next follow-up visit, Jane's doctor checks the success of her treatment.



lane's care team will keep in touch to monitor her response to radiation and watch for long-term side effects.

Monitorina side effects Side effects should go away gradually after radiation ends. Some side effects may take longer to go away than others. Some may be permanent.

Assessina response

May be too early to assess your treatment response.

Continue to monitor side effects as they

The full effect of radiation may not be seen until weeks or months after treatment ends.

Your doctor will assess if your treatment was effective with: Bloodwark □ Scan ☐ Symptom check ☐ Other

Ask your doctor what long-term side effects might occur. Your care team may schedule additional follow-up visits to monitor these.

Ask your doctor how they will monitor long-term treatment response.

# next steps

### next steps

### Pilot of clinical implementation

Evaluation of **patient perceptions** of communication tool

- Does tool improve knowledge of the radiation treatment course?
- Does tool alleviate anxiety associated with radiation treatment?

Evaluation of **physician/care team perceptions** of communication tool

- Does tool facilitate communication between care team and patient?
- What works? What doesn't?

### Dissemination of the tool

**Presentation** at international meetings (ASTRO, American Association of Cancer Education, Graphic Medicine, etc)

**Publication** in peer review journals

**Dissemination** via Radiation Oncology Education Collaborative Study Group

### Refining tool based on feedback

Form factor changes

Specific variations for **common disease sites** (breast cancer, lung cancer, prostate cancer, etc.)

Specific variations for **other radiation therapy types**: stereotactic body radiation therapy (SBRT), stereotactic radiosurgery (SRS), and brachytherapy

### **Extending the visual narrative concept**

Consider developing graphic narrative into animation/video

## discussion