WEST MIDLANDS RADIOTHERAPY NETWORK

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Key messages for staff about the breast radiotherapy patient information videos

Why have we developed these videos?

We have developed a suite of 3 patient-facing videos about breast radiotherapy. This project was undertaken with the aim of improving digital information for breast patients receiving radiotherapy in response to feedback from the 2023 national radiotherapy patient experience survey which indicated areas for improvement:

- Patient understanding of early/short term side effects and late/long term effects of radiotherapy at the point of consent
- The information available on the hospital websites about radiotherapy

Nationally, we also aware that NHS England is promoting on-line patient information as one way to help save time in clinic.

How did we develop the videos?

During 2024, we worked with representatives from the radiotherapy services and the Lingen Davies Trust to take this project forward, and carried out a short patient survey at the Shrewsbury and Telford Hospitals trust, in order to understand patient digital information needs.

We are now launching these patient videos in spring 2025, and hope they will be widely used across the West Midlands.

Key points to note

This suite of 3 short videos is designed to complement written patient information.

We have produced posters and patient information leaflets for display in your departments. These have QR codes on them, so patients can easily access the short videos.

Feedback from patients was that digital resources should be in addition, not instead of hard copy information.

Patient feedback showed a preference for digital information to be on trust websites, so whilst these are available at www.westmidlandsradiotherapynetwork.nhs.uk, they are also found on local trust websites.

Patients told us they would like to access the videos via emails or QR codes they are given. We have therefore, produced posters and leaflets including the QR codes that can be used, to give to your patients when you inform/encourage them to also look at the patient videos.

We asked patients what sort of digital resources they would prefer, to help them know more about breast radiotherapy treatment. They said that electronic patient information leaflets and

videos were the most important types of digital resource, and that the videos should ideally be less than 5 minutes long.

Patients told us they most wanted information on breast radiotherapy treatment, side effects, pre-assessment, follow up and late effects, so that is what we concentrated on.

We know that patients would like to see health professionals from their own hospital featured in the videos and to see the linac and CT machines that they would see at their own hospital. We have done this where possible, within budget constraints, but we have definitely ensured that patients recognise their reception and waiting room areas.

Using the NHS logo on the videos gives patients assurance that this is trust and reliable information. We have included caveats where there might be slight differences between different hospitals.

What next?

We are asking staff involved in the breast pathway to promote these videos to patients, and to embed the use of the promotional leaflets into their pathway.

We will carry out a light touch evaluation later in 2025 to understand their impact. This will include seeking feedback from staff about how well received the videos have been and the difference it has made on the patient experience. We will also review the analytics in terms of traffic to the videos.

Queries/feedback

If you have any queries or feedback, please do not hesitate to contact us at westmidlandsradiotherapynetwork@uhcw.nhs.uk