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Osteoporosis Video for Patient Education

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Problem/Impact Statement

As a medical community we do a poor job of secondary fracture prevention in patients with low trauma hip fractures.

Scope

Osteoporotic fractures are frequent and costly, both in terms of morbidity/mortality and health care dollars. Many “urban myths” about osteoporosis therapies.

Goal/Objective

Development of a 10-20 minute osteoporosis video to use in endocrine clinic prior to appointment, ideally could be used in other settings in future.

We have been working to improve the delivery of care to patients with established osteoporosis through partnership with MMP Trauma Orthopedics/ Fracture Liaison Service.

A detailed and extensive patient discussion is usually required to decide on therapy, and this discussion is often similar for most patients with osteoporosis. We aim to create a video which would introduce information about osteoporosis treatment, answer initial questions and dispel myths about osteoporosis medicine. Hopefully this video will be used in the endocrinology office, and eventually outpatient medicine clinics, orthopedics and the acute rehab settings.

Ultimate Goal: Reduce osteoporotic fractures through:

- Improved patient understanding of diagnosis
- Improved patient compliance/acceptance of medical therapy
- Reduce the repetitive nature of osteoporosis visits for provider as well as overall time required, and thereby reduce wait times and physician burnout.

Baseline Metrics/Current State

Of 13 low trauma hip fracture patients in Jan/Feb 2017 who had PCPs in EPIC, 0/13 had DEXAs completed within 6 months of fx, 2 had DEXAs ordered, 0/13 had treatment for osteoporosis within 6 months of fx

Wait time was long for endo consultations: June 2017 – 50 days, often longer in recent past

Endo consultations usually long (60 minutes scheduled)

Few educational materials available prior to visit, patients read online
NERH interested in more educational materials while they have a “captive audience” (inpatient rehab after hip fracture)

Current Progress

- 07/2019 – Discussed with ortho at Midcoast
- 10/2019 – Physician lecture/grand rounds at Midcoast – Osteoporosis and FLS
- 10/2019 – Met with Courtney Shevenell, Ortho Multitrauma program manager at New England Rehab
- 10/9/2019 – Met with Paul Begin from Maine Health AV department, estimated \$9000-10,000 to generate a 10 minute video.
- 11/12/2019 – Permission granted from Dr. Susan Ott by email – University of Washington - to use her website/videos in our video
- 11/22/2019 - FLS/Osteoporosis - 60 minute Lunch and Learn at New England Rehab Hospital, approx. 50 attendees, discussed FLS program and video
- 12/2019 - Sought residual funds from prior endocrinology research project from Dept. of Medicine, but could only be used for research purposes
- 01/09/2020 – Communication with NOF about funding the video (no leads)
- 01/03/2020 – Phone meeting with Lisa VanDyk, MMC Grants Officer (no leads)
- 01-02/2020 – Reviewed similar videos from Columbia University
- 01-02/2020 – Drafted script
- 01-02/2020 – Reviewed/edited by MMPED providers
- 01/2020 - Discussions Marketing and Communications - enthusiastic – asked me to help show how we might be reducing ED visits with this project
- 02/03/2020 – Discussion with Ellie Foster (Maine Health Education and Training). Agreed to have one of their summer interns create an osteoporosis video for us!
- 05/2020 – Contacted Ellie Foster to see if summer internships proceeding, but she had moved on to another position and referred me to Jean Gould
- 05/21/2020 - Zoom meeting with Jean Gould, Bonnie Carleton and Tina Pettingil (Maine Health Education and Training) who advised that they would NOT be able to make the video, but offered to help with the script and search online for other similar videos we might use
- 06/01/2020 - Bonnie Carleton e-mailed to suggest making a PowerPoint video, group to consider/discuss.
- 08/2020 – ETWD and office manager films with smart phone
- 08/2020 – Grant identified which will cover most of the cost of a professional video (Dr. Brodsky)
- 09/16/2020 – Meeting with AV team again to discuss video production

Countermeasures

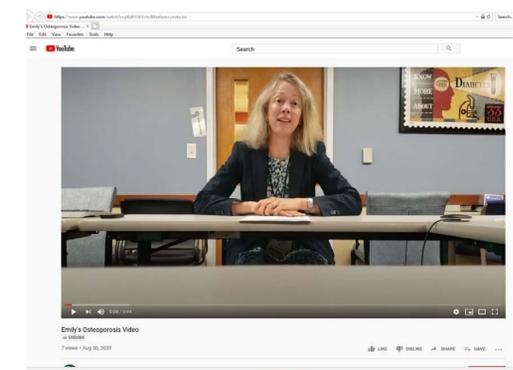
By When & Status*	Deliverable
End Q1	<ul style="list-style-type: none"> • Discuss video plan with audiovisual team, ask for permissions for copyrighted material • Review NOF website/Own the Bone website for similar video references
End Q2	<ul style="list-style-type: none"> • Script the video
End Q3	<ul style="list-style-type: none"> • Revise script with MMP Endocrinology physicians, review with pharmacy and NERH team
End Q4	<ul style="list-style-type: none"> • Film video with help of AV team • Collect patient feedback about the video (focus group) • Share video with primary care, perhaps through primary care newsletter or other forum • Share video with NERH and orthopedics

Do

Study

Act

Current YouTube Video



Next Steps

- Video shared among MMPED physicians
- Trial showing/using the video in MMP Endocrinology Clinics
- Meeting planned with AV team to create more professional video
- Roll out video to NERH
- Eventual share with ortho, geriatrics and primary care, as well as non-MMP providers (Midcoast and others)