

# Clinical Trial Innovation Prize

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## **What is your proposed solution to addressing the barriers?**

### **• Describe your solution.**

Our institution has the ability to create a “Welcome App” for each patient who presents to our clinic, which can be further individualized for each patient by uploading pertinent videos. We propose to create a video of our providers talking about the arc of care a patient can expect: this will begin with the initial visit, including a view of the clinic, surgery, chemotherapy, radiation, and long-term follow-up as applicable to the patient. This narrative will include a very clear and succinct message about research and how a patient may be approached at any part of their care to participate in a study that is appropriate for her. It will describe the potential benefits and dispel the myth that known effective treatment may be withheld during a clinical trial.

This video can be watched by patients on their first visit (or sent via link after their first visit is complete) and also by the loved ones who may be present while the patient is in surgery.

### **• How will you do it?**

We will plan, shoot and edit the video. For patients who own an iPad or Tablet, the App will be sent to them either before or after the first visit. For those who do not own such devices, we will buy iPad or Tablet PCs on which the patients, friends and family can view this video. Patients and families will have the chance to view this in clinic (either on an initial or follow-up visit), and loved ones will also have the opportunity to view this video while in the surgery waiting room.

### **• How does it work?**

A nurse or research coordinator will track which patients should or have seen the video and manage getting a portable viewing device to the patient as needed (and collecting it after).

### **• What does it look like?**

The video will be professional, but light in mood, friendly and warm. The goal is to inspire a sense of confidence that our providers are trustworthy, competent and always looking for what is best for their patients—especially in the areas of research.

### **• How will you implement it?**

Our institution has the ability to create a “Welcome App” for patients, which is currently being used in the pediatric clinics. We will create a “Welcome App” for the gynecologic

oncology clinic, and load appropriate videos, including a video describing clinical research. We will facilitate and track the viewings of these videos.

**• Where will you implement it?**

In our outpatient clinic and in the family waiting room for the families of our surgical patients.

**• Who will be involved (stakeholders)?**

All of our providers will be involved with an on camera presence. our Assistant Director of Research will manage the project, and our nursing staff will assist with the implementation. Our patient is considered the primary stakeholder and end point user.

**• How much will it cost to create the solution (an estimation)?**

|                     |                         |
|---------------------|-------------------------|
| Equipment           | 3 days @ \$400 = \$1200 |
| Cameraman           | 3 days @ \$250 = \$750  |
| Editing final video | \$1500                  |
| Table PC (viewing)  | 4 @ \$400 = \$1600      |
| Headphones          | 8 @ \$50 = \$400        |
| Headphone splitter  | 2 @ \$15 = \$30         |
| -----               |                         |
|                     | Total = \$7,430         |

**• How much will it cost to implement the solution (an estimation)?**

We will be able to implement this project using existing staff. The “Welcome App” technology currently exists at our institution, and is looking to expand to the adult clinics through their own grant mechanism. Thus, the App will be available for implementation free of charge to this research group.

**• How many people will be impacted?**

All of our new patients would be eligible for this service, several hundred per year. In an expansion phase, we may also introduce the App to existing patients, targeting videos to their current cancer status and to also increase their awareness of the benefits of clinical research.

**• How long will it take to create the proposed solution? 3 months**

**• Why will it work? Why is it viable?**

Our proposal allows us to engage patients and their families over time rather than hitting them with a lot of information in a short 30-minute visit. Additionally, they can review the information at times when they are prepared to hear the message. The viewing device is an intimate experience in many ways and does not require them to interact with anyone else. It will be fun, brief and informative.