

Incorporating tailored messaging in patient education DVDs for COPD patients

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Due to scarce accessibility to hospital-run pulmonary rehabilitation programs, most COPD patients are not formally taught rehabilitative skills and techniques recommended for disease self-management. Studies have shown that COPD patients exhibit positive improvements in disease management after participating in self-management education programs that are customized to meet individual educational needs. To date, no studies have attempted conceptualizing an approach for (a) designing a video-based COPD self-management website and (b) evaluating whether the use of such a resource is feasible among COPD patients. We believe that creating video-sharing environments that support efforts to access relevant self-management education and apply what is learned as appropriate (what we term "self-tailoring" patient education based on personalized needs and interests) may be an especially effective method for health communication. The methodology for designing self-tailored health communication tools (i.e., containing content to which patients can control exposure) has not been empirically tested in the patient education literature. We propose taking a patient-based approach to Internet self-management education by using emerging technologies (emblematic of YouTube™) that may lead to the adoption of novel education practices for the prevention and treatment of dyspnea (i.e., shortness of breath)

exacerbations among COPD patients. Building on previous funded research studies, a multidisciplinary group of researchers in the Colleges of Health and Human Performance, Journalism and Communications, and Medicine at the University of Florida (UF) have begun development of *patientflix.com* (PFC), a web-based video resource center for COPD patients treated at the Pulmonary Medicine Clinic at Shands and Malcolm Randall VA Medical Center in Gainesville, FL. Our novel approach to video



integration and web development is proposed to enable users to self-tailor video segments according to individual needs and interests specific to a variety of common COPD self-management skills and behaviors (e.g., medication management, breathing retraining, physical activity, etc.). Semi-structured interviews, Camtasia screen capture technology, and process evaluation metrics will determine the acceptability, appropriateness and usability (i.e., user performance and satisfaction) of the PFC web resource. This type of formative health communication research is needed before future efficacy trials investigate whether more personally customizable communication tools enable better adherence to COPD self-management recommendations. Results from the feasibility testing of PFC will make important contributions toward understanding whether video sharing technology could be used as a population-level approach to disseminating COPD self-management education.

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