

Optimizing Communication Strategies for COPD Management: Effectiveness of Educational Video and Pamphlet Interventions

Jeenat Mehareen¹, Sharon Zhu², Mohsen Sadatsafavi¹, Erica Frank³

1. Respiratory Evaluation Sciences Program. Faculty of Pharmaceutical Sciences, University of British Columbia

2. Faculty of Science, University of British Columbia

3. Faculty of Medicine, University of British Columbia

Introduction

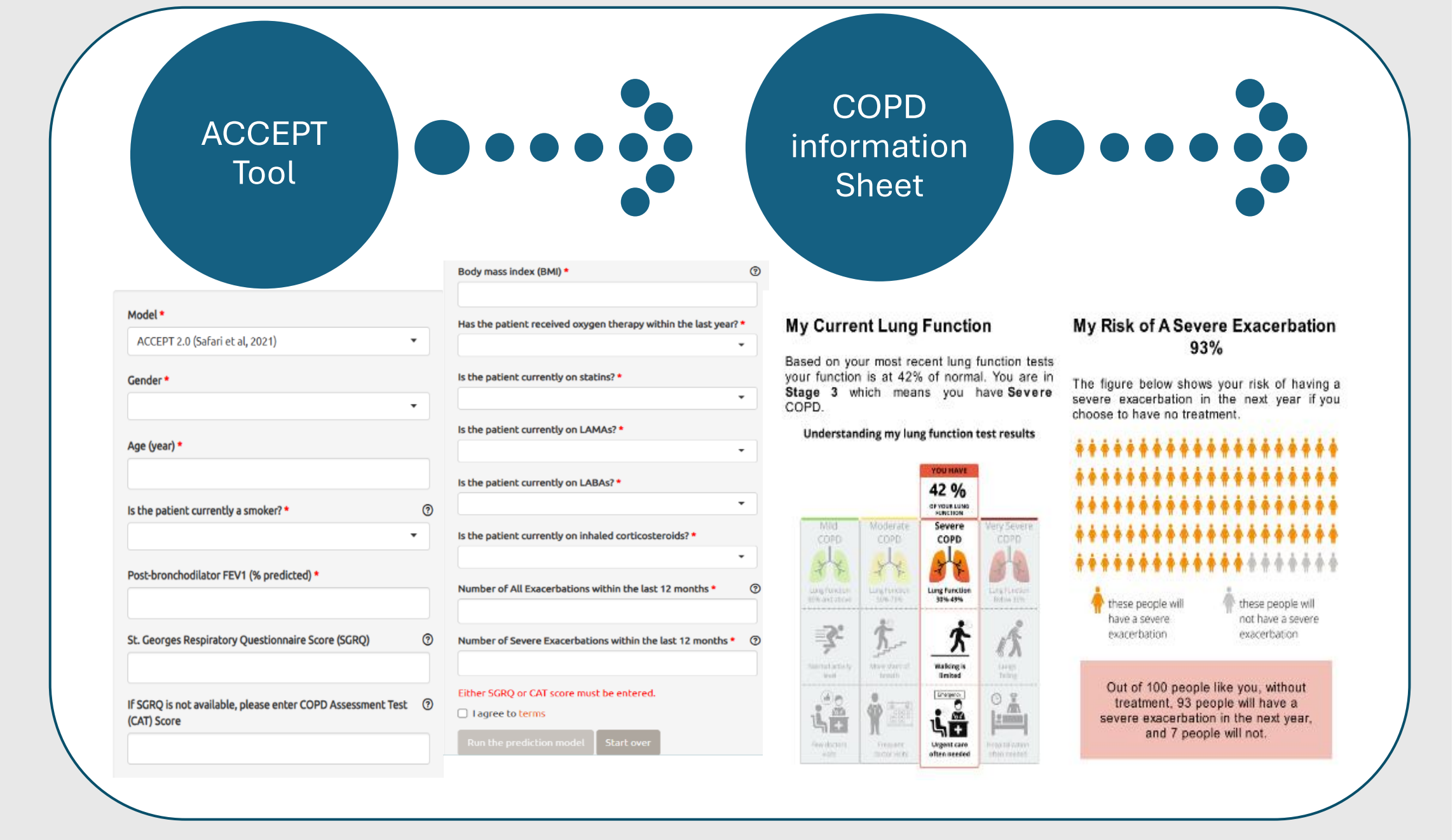
- Risk prediction tools are transforming care by supporting personalized treatment decisions.
- Yet, effectively communicating these tools to patients remains a challenge due to complex language and limited consultation time.

Chronic Obstructive Pulmonary Disease (COPD)

- Treatable, progressive lung disease.
- Affects over 2 million Canadians¹.
- Second leading cause of hospitalization in Canada².
- Exacerbations (flare-ups) in COPD are episodes of worsening of symptoms, leadings to substantial morbidity and mortality.

Acute COPD Exacerbation Prediction Tool (ACCEPT)³

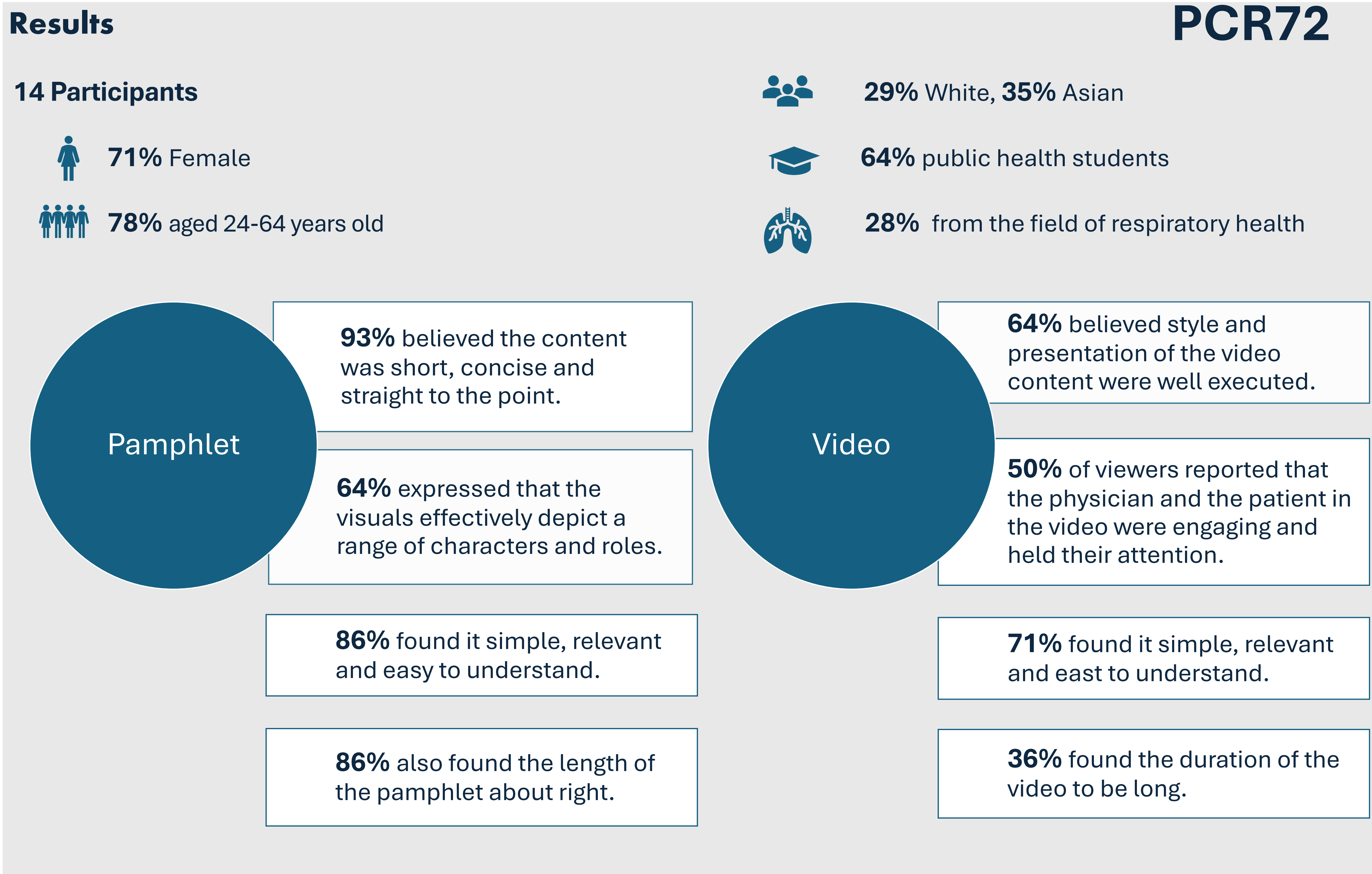
Projects individualized rate and severity of COPD exacerbations.



This study evaluated different communication methods developed to improve general understanding of a risk prediction tool in COPD management.

Methods

- Two communication materials
 - A 3-minute video
 - A pamphlet
- Contents Covered
 - The burden of COPD
 - How a risk prediction model estimates risk of exacerbations
- Participants
 - Students and researchers in public health
- Patient Partner Involvement
 - Co-created the video and pamphlet
 - Ensured materials are patient-centered and relevant for use as a support material in a clinic
- Outcome
 - Understanding of the precision medicine tool and preferred format



After reviewing the material

- All participants agreed that they became familiar with the benefits of precision medicine.
- 79% felt they received sufficient information about the prediction tool.
- 86% believed similar materials could support patient-provider conversations about precision medicine.

Suggestions for improvement

- Video**
 - Better audio balance, more visual aids, and clearer speaker introductions.
- Pamphlet**
 - More emphasis on the tool itself over background info.
 - Suggestions on formatting (e.g., bold, color, bullet points) to enhance readability, and refining images to better support the text.

PCR72

14 Participants

- 71% Female
- 78% aged 24-64 years old

29% White, 35% Asian

64% public health students

28% from the field of respiratory health

Preferred Method of communication:

59% preferred pamphlets while 41% preferred video.

“For me, the video and the pamphlet are complementary. Together, they create a more complete way to convey the message. The pamphlet provides information that people can refer back to, while the video brings the patient testimony.”

Conclusions

Tailored, patient-centered materials can enhance understanding across diverse audiences.

Future Steps

- Refine content based on feedback and usability findings.
- Implement materials in outpatient clinics (e.g., waiting room TVs and printed pamphlets).
- Make educational resources open access to broaden reach and impact.