

**Case study:**

# Developing a brief promotional film about shared decision making for use in patient waiting areas

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## From 'Ask 3 Questions' – to 'So Just ASK'

**A collaboration between the MAGIC team, patients from two GP practices and a professional film company.**

The Health Foundation's MAGIC programme is working with frontline health professionals to test how to embed best practice in shared decision making and overcome the barriers to change.

During the middle of the MAGIC program in the North East we started to explore the power of patient activation: encouraging and supporting patients to ask more questions during their consultation as a way of increasing shared decision making activity. We have reported elsewhere on the development of this campaign in terms of leaflets, posters and brief questionnaires. This case study focuses on the complementary work we've carried out in developing a brief promotional film to be shown in patient waiting areas.

### Aim of the film

- To encourage patients to be more confident in asking specific questions.
- To clarify some of the key questions that they might use.
- To send a message to patients that the organisation showing the film is fully in favour of patients 'Just Asking'.

### Methodology

Initial meetings were held between MAGIC lead GPs and the director of the film production company. We explored the aims of MAGIC, the nature of the original 'Ask 3 Questions' material and the work we had already done in primary care practices using posters, flyers and questionnaires (see other work). We demonstrated in role play the basic shared decision making consultation model developed as part of the MAGIC program. From this we drafted an initial story board and discussed possible treatments.

39Degrees have an excellent track record in this field of film production and we looked at other work they had done on **motivational interviewing**. We were all struck by the value of asking real people to be involved in the film.

We were interested in producing a film that could be used in a wide variety of settings but also stuck closely to the original concept of the 'Ask 3 Questions' work. Searches were conducted to recruit patients who had experienced a 'MAGIC' consultation (not difficult as these episodes are now coded in Collingwood and Central practices). Secondary care colleagues involved in MAGIC were asked to help too. Patients were contacted in person by one of the doctors and asked if they would like to participate in the film.

Some of the factors influencing the group of participants for the single day of filming included practical issues around availability, confidence of the participants, considerations of balance of age, gender, ethnicity etc. 39Degrees were also able to identify one or two people with experience of illness and familiarity with the filming process (this included their own sound engineer!)

All patient conversations were filmed live and unrehearsed, however participants were also asked on occasions to rephrase or repeat phrases which had particular resonance with our initial story board and aims for the film.

As the day progressed, themes emerged, the text we were looking for was melded and changed subtly by the words and ideas that participants used and gaps in the 'message' were filled. The resulting content was definitely an amalgam of patient and participant ideas and the basic messages that we had already decided were key to the project.

We also used the opportunity of having 17 participants for the day and asked them to look at the wording of the original Ask 3 Questions and score alternative 'third question' options while they were waiting to be filmed

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## Editing process

The film producer and Dr Dave Tomson spent several sessions looking at the material, identifying key sequences and statements and gradually editing down to a single narrative line. A voice over and various highlighting text was added to emphasize key points. Sound was added and adjusted several times.

## Testing and exploring how to show 'So just ASK!'

We have been working with our MAGIC general practices to overcome the practical difficulties of showing the film in their waiting rooms. It is likely that these equipment related issues will reflect a more national picture. The same is true in secondary care premises – Newcastle Upon Tyne Hospitals NHS Trust has some new equipment on which the film can easily be shown in public areas, but additional work is needed to utilise older and other equipment such as bedside TV.

- Some practices do not currently use TV or computer screens at all in their waiting rooms. This is true of all Cardiff practices in MAGIC and true of the branch surgery (New York) where the GP involved in the film works. New York have now bought a combined plasma screen and DVD player that is now playing the film during surgeries every 20 minutes!
- One practice uses only Life Channel - this is a national network partly funded with health monies and running in thousands of practices. It is capable of showing bespoke practice level material, regional campaigns and national films. However there is a cost to uploading a film of the length of 'So just ASK!' We are exploring with the local PCT and the practice how to make this happen. There is of course, potential for then showing the film much more widely.
- Two practices have computer controlled screens. We have worked on formats to enable 'So Just Ask!' to be shown in this way but there are issues about audibility which we had anticipated. We are about to produce a subtitled version.

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We have learned a great deal about formats needed and how to help practices successfully show the film. We will be working in a similar way with the hospital trust to start showing the film in hospital waiting areas.

## **Promotion and development of the product**

We have had a formal launch of the So Just ASK! film at the Tyneside Cinema in Newcastle. Invitations were sent to the patient participants and we had an excellent turnout of patients and their partners who fed back their own impressions of the film. We also invited various leaders from PCT, SHA and Hospital Trust to see the film and start thinking how it could be used in their context.

## **Progress**

In January 2012 the film was shown successfully run in all three MAGIC practices as well as a number of public areas in Newcastle Hospitals. We plan to evaluate the impact on patients in terms of raising their awareness of shared decision making.