

# 9<sup>th</sup> Global Ophthalmology Summit

March 15-16, 2017 London, UK

## Enabling patient-centered care through information and technology: Worcester model for digital patient education

Tarun Sharma, Sara Ruck, M Jawad and S Hunter  
Worcestershire Acute Hospitals NHS Trust, UK

The level of patient education given is substandard and the current patient education systems are ineffective. The main reasons are outdated materials, inappropriate timing and manner of rushed presentation. Most people need to review information three to five times before retention. Worcestershire glaucoma team pioneered patient education through support meeting and digital patient education. Worcestershire Glaucoma Support Group was set up in 2009 to provide education and support to patients with glaucoma to improve compliance and adherence with treatment. We organize 2-3 patients/public free meeting every year. We have an average of 135 attendees. Such meetings provide patient-to-patient interaction and networking. We decided to make such support online by developing a website providing educational videos regarding various treatment options. Patients have an option to watch these videos as and when they want, in the company of their family (who were unable to attend hospital appointment). This can be done in the comfort of their living room. It gives them an option to review/replay the video as much time as needed. We also developed up to date downloadable information leaflets for our patient. These educational videos are regularly used in glaucoma unit for informed consent purposes. We have more than 4500 visitors to our website in 12 months. Visitors have downloaded more than 22,000 pages from our website. Our online feedback score is 4.9/5. Support group's initiatives led to significant fund raising which allowed ophthalmology department to purchase equipment worth £250,000. Digital patient education is way forward for consent and service deliver purposes while enhancing the patient experience and quality of service.

### Biography

Tarun Sharma is a Consultant Ophthalmic Surgeon at Worcestershire Acute NHS Trust since 2007. He has done his Ophthalmology training from Midland Eye Centre, Oxford Eye Hospital and Moorfields Eye Hospital in UK. He has special interest in routine and complex cataract surgery. He has also delivered lectures at Royal College meetings and abroad (Europe, USA and Asia) on the subjects of glaucoma management and modern glaucoma surgery, as well as on cataract surgery in patients with glaucoma. He has launched the Worcestershire Glaucoma Support Group, which provides education and support to patients with glaucoma enabling them to achieve better outcomes. He has won many awards in Ophthalmology for best patient education and teaching initiative. He has also worked with the Department of Health UK and McKinsey USA to help in the development of national policies for UK eye care.

tks99sus@yahoo.com

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