

Development of an infographic for outpatient medical termination of pregnancy: patient and staff feedback

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Introduction

It is widely thought that visual representation of information enhances understanding (McCrorie, Donnelly and McGlade, 2016). The Covid-19 pandemic has resulted in a rapid introduction of telemedicine and limited face-to-face interaction. Within our Pregnancy Advisory Service (PAS) we have introduced a single visit into hospital for women receiving an outpatient medical termination of pregnancy (MTOP), performing the majority of the counselling over the phone prior to their attendance. With our service catering to a very ethnically diverse population with significant language barriers, it has been more important than ever to ensure that women understand all of the information given to them. We designed an infographic explaining the outpatient MTOP procedure and collected some patient and staff feedback to determine if they found it useful.

Method

The infographic was developed over one evening using a free version of Adobe Illustrator. We selected every patient who attended PAS for an outpatient MTOP over one week (5) and gave them a copy of the infographic as well as their usual counselling information. The patients and the nursing staff who work in the clinic completed a short feedback questionnaire about the infographic.

Results

80% patients said that the infographic was 'very easy' to follow, and 100% felt that it helped them to further understand the information already given to them. However, 80% patients felt that we should include both the infographic and the existing patient information leaflet in their counselling. 100% of the nursing staff felt that the infographic helped them to convey the information more effectively when doing their counselling. Both the staff and the patients suggested ways of improving the design of the infographic, and a recurring suggestion was to upload the final design onto the PAS website so that patients can access the infographic prior to their counselling.

How easy was the infographic to follow?

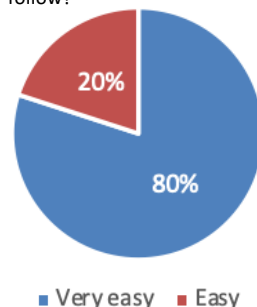


Chart 1. 80% of patients found the infographic 'very easy' to follow

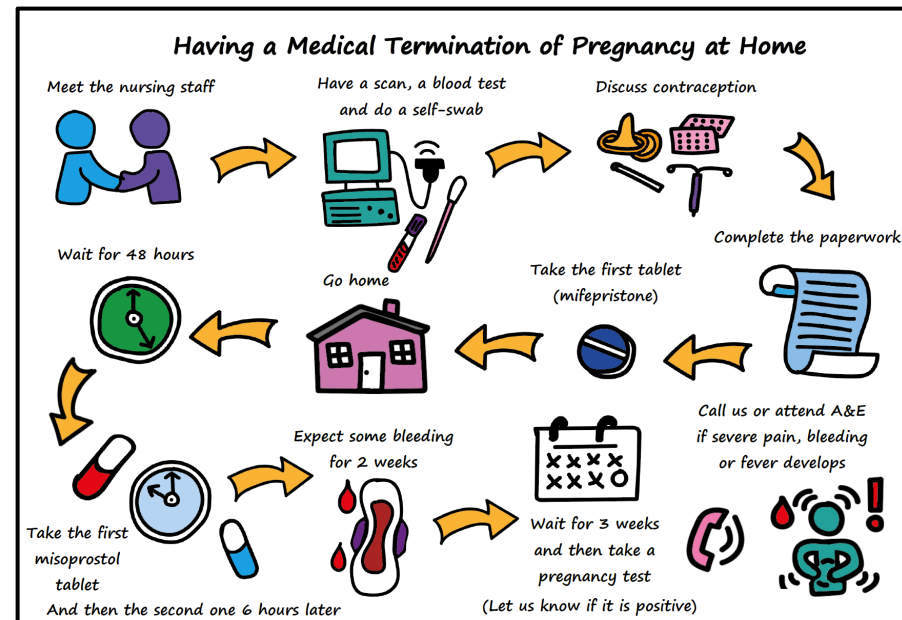


Figure 1. Infographic

Conclusion

The feedback received suggested that the infographic enhanced the patients' understanding of the procedure. Limitations of the survey are the small sample size of patients and staff members questioned, and also all patients questioned did not have a language-barrier; it would be useful to see whether patients in whom English is not their first language also find it useful. At a time when face-to-face contact with healthcare professionals is being limited, it is fundamental that patients leave feeling confident with the information provided to them, and infographics may be key in ensuring this.

Reference

AD McCrorie, K., 2016. *Infographics: Healthcare Communication for The Digital Age*. [online] PubMed Central (PMC). Available at: <<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4920488/>> [Accessed 22 September 2020].