

Anshu Rayan, Deputy Chief Pharmacist – Central & North West London NHS Foundation Trust (CNWL), Project Lead  
Yogita Dawda, Clinical Lead Pharmacist, Mental Health (CNWL), Project Lead, Mental Health  
Dr James Ohene-Djan, Senior Lecturer at Goldsmiths, University of London and Co-founder QR Video Solutions  
Lorraine Holl – Project Officer/PA Pharmacy Team (CNWL), Project Officer  
Alan Sebti – Interim Associate Chief Pharmacist, Operations (CNWL), Project Team Member  
Bridget Browne – Improvement Advisor (CNWL), Project QI support

## 01 INTRODUCTION

- After reviewing annual CQC led patient surveys & Trust Medicines Co-production group feedback, we identified that improved access to medicines information was important.
- Challenges highlighted:
  - Making information both emotionally engaging and informative?
  - Combining physical items (e.g. medicines packaging, containers, posters and leaflets) with digital information?
  - Identifying a solution that contributes to the Green Plan?
  - Communicating to a diverse population?
- An innovative media solution:
  - To enhance provision of medicines information to educate patients and carers.
  - To support healthcare professionals with shared decision making and patient education when prescribing or administering medicines.
- A co-production project using QR technology
- QR videos for medicines harnesses the emotional power of video and combines it with the latest QR code technologies that enable patients and carers to effectively engage with medicines information.



## 02 AIMS

To use QR videos to develop and deliver medicines advice by attaching QR codes to medicines packaging, posters and information leaflets that patients and carers can access through a smartphone camera.

To provide personalised and tailored videos to engage with a wider audience and ensure medicines advice is provided to the diverse population that the trust serves.

This includes different languages and varying complexity for example to support those with learning disabilities and children have access to medicines information in a user-friendly and engaging manner.

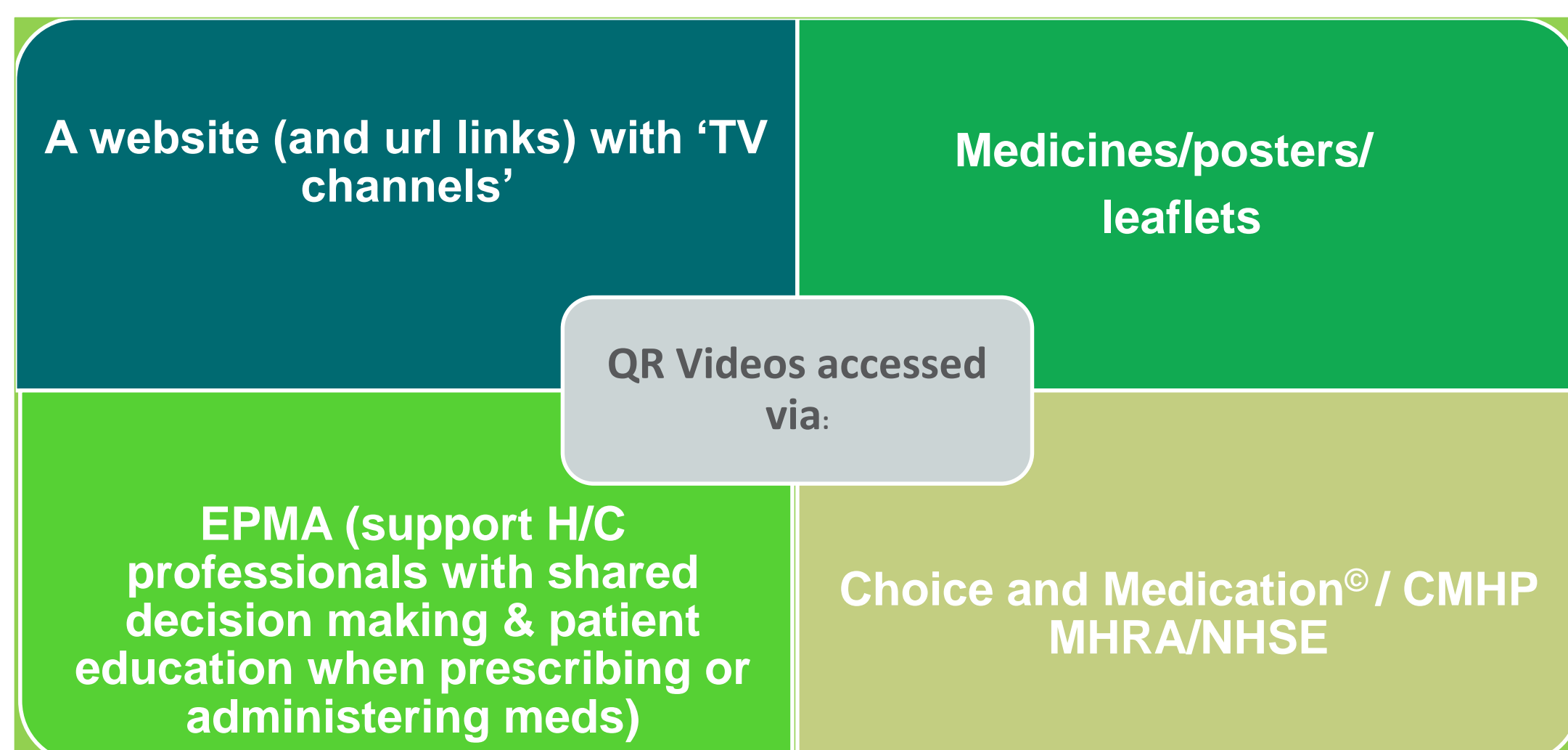
To ensure the QR medicines information videos are co-produced with patients and carers.

To develop a solution that contributes to the CNWL Green Plan.

## 03 METHOD

- With the growing availability of smartphones and tablets with cameras and the versatility of QR codes, a novel approach was taken to broaden the provision of medicines information to patients and carers within CNWL.
- We engaged with QR video solutions as a partner to support us to develop an information platform that could be accessed by scanning QR codes.
- An assessment of priority and high-risk medicines was carried out in collaboration with patients and carers with a view to identify which videos to produce first.
- As a proof of concept, we decided to develop eight initial videos in 2 priority areas: Covid-19 vaccine & high-risk medicines in mental health (lithium; clozapine; valproate in women of childbearing age).
- Videos include a simple and quick way by which users can feedback which will be used to inform our next steps.
- We co-produced the videos with patients and carers and jointly developed the scripts that would be used for the videos.
- The top 20 languages were identified and testing commenced.
- The final videos were endorsed by Choice & Medication™ and College of Mental Health Pharmacy (CMHP).
- Videos were accessed via: QR codes stickers on medicine boxes & posters; a CNWL platform with 'channels'; electronic prescribing and medicines administration system; Choice & Medication™ website.

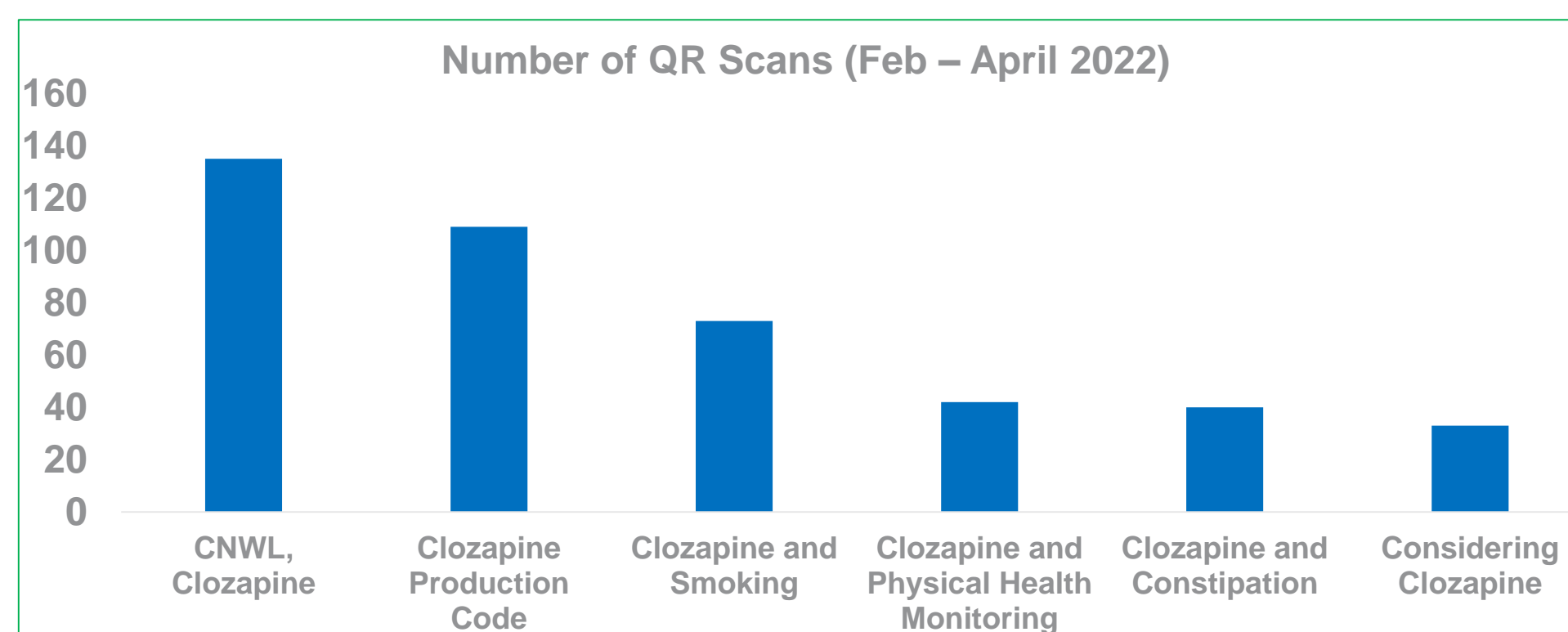
## 04 RESULTS



Data from the platform indicates;

- Clozapine videos accessed 692 times directly via the website. The QR code for clozapine has been scanned 135 times. (Data since launching Feb – Apr 2022)
- Valproate videos accessed 54 times directly via the website. The QR code for valproate has been scanned 195 times. (Data from one month: April 2022)

- Since launching the platform (end of Feb 2022), there have been over 3,500 views with over three quarters reporting finding the videos helpful.
- The first videos loaded onto the website in February 2022 focussed on information about clozapine. The QR code has been shared with 846 patients via a sticker attached to boxes of dispensed medication.
- Concept adapted to create QR videos for UCL School of Pharmacy sexual health training- overview of a sexual health clinic.
- Most recent QR video covers the risks and the Valproate Pregnancy Prevention Programme.



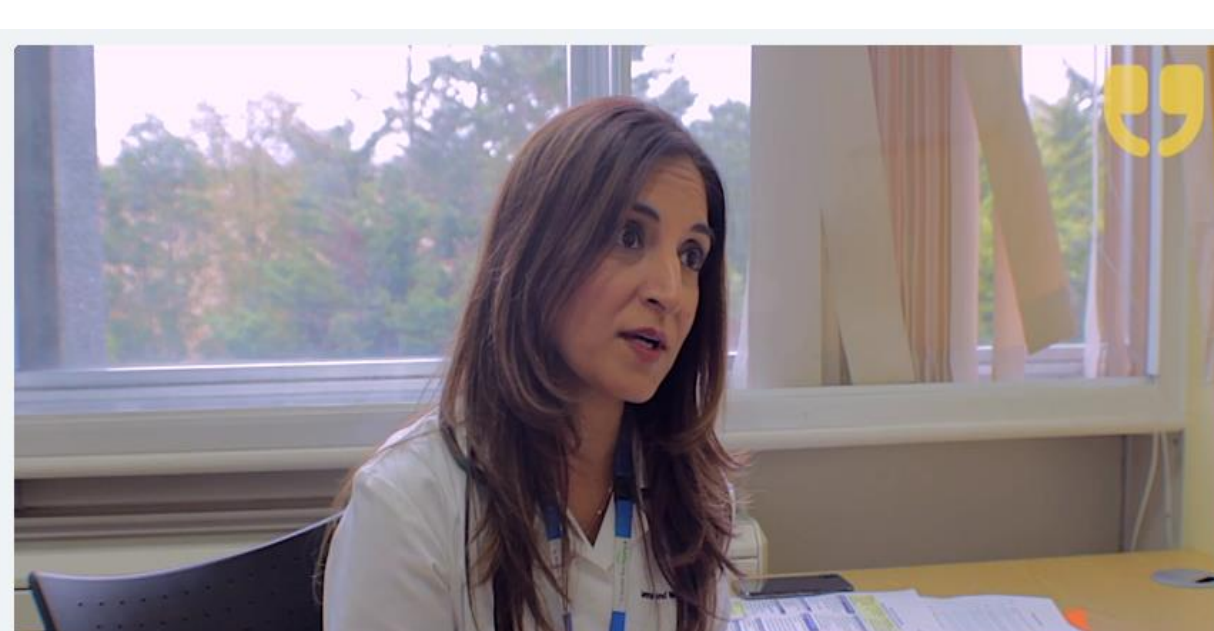
### Considering Valproate

Discussing the various effects of using Valproate



### Clozapine & Smoking

How to avoid problems if you change the amount you smoke when taking clozapine



### Considering Lithium

Information to support decision-making about starting Lithium



### Starting Lithium

Important information you should be aware of when starting Lithium



## 05 FEEDBACK

- On the prompt at the end of each video "Has this video helped your understand more ..." 108 people have voted, 81% [87/108] indicated Yes and 19% [21/108] indicated No.
- Additionally, feedback from a focus group includes:
  - "All videos are very informative, and a great initiative....Smoking and clozapine one is particularly helpful as side effect not particularly promoted....format is good, and caters for both staff and service users...." **Carer**
  - "Very user friendly for staff to upload when they need to be refreshed/ reminded about this issue" **Nursing home staff**
  - "They are really good and well done" **Clozapine clinic nurse**
  - "Very nice videos indeed, all of them" **Consultant Psychiatrist**
  - "Very professional" **Patient/carer rep**
  - "Very helpful and I like the format and style" **Medical Director & MOG Chair**

## 06 NEXT STEPS

- Explore funding opportunities for future QR video project work.
- Continue to review feedback and outcomes on the use of QR videos including impact on incidents & compliance with national policies.
- Script and film QR videos in collaboration with Substance Misuse Service User Groups: Alcohol treatment & Opioid substitution treatment.
- Script and film QR videos on overprescribing & supporting discharge.
- Work with Health & Justice colleagues to explore use on TV screens at Reception; Public health campaigns (e.g. HPV vaccine); and on naloxone packaging.
- Script and film QR videos in collaboration with Sexual health service user groups for PREP QR videos.
- Consider how videos can be used for training purposes (including undergraduate pharmacy students).

## 07 RESOURCES

- <https://www.yourhealth.tv>
- <https://www.pharmacyupdate.online/category/in-discussion-with/>
- <https://www.cnwl.nhs.uk/news/creating-confidence-medicines-digital-innovation-co-production-project-led-cnwl>
- <https://htn.co.uk/2022/01/25/cnwl-live-with-epma-and-adopts-qr-code-tech/>
- <https://www.cnwl.nhs.uk/news/myth-busting-covid-19-vaccination>
- <https://www.cnwl.nhs.uk/news/video-produced-about-valproate>
- <https://www.winkball.com/qrcode>
- <https://www.choiceandmedication.org>

Scan QR Code link to enquire about QR Video Solutions

