

Enhancing the patient and parent experience whilst visiting hospital

A MEDICAL JOURNEY THROUGH INSPIRING PHOTOGRAPHY

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From a parent
and child's
perspective
visiting
hospital
should be a
positive
experience



However, there is not enough imagery to illustrate a child's medical journey

Week 1:

- ▶ Ultrasound Scan
- ▶ Biopsy

Week 2:

- ▶ PET scan
- ▶ MRI scan
- ▶ CT scan of lungs
- ▶ Bone marrow biopsy

Week 3:

- ▶ Ongoing procedures

Not knowing what to expect creates a sense of confusion and dread



Here are a few highlighted concerns

Can my mum and dad visit?

What do scans look like?

What is radiology?

What is a community nurse?

Will it hurt?

How long will it take?

How can this be remedied?

By producing a set of inspiring and informative images which illustrate their medical journey



What will this achieve?

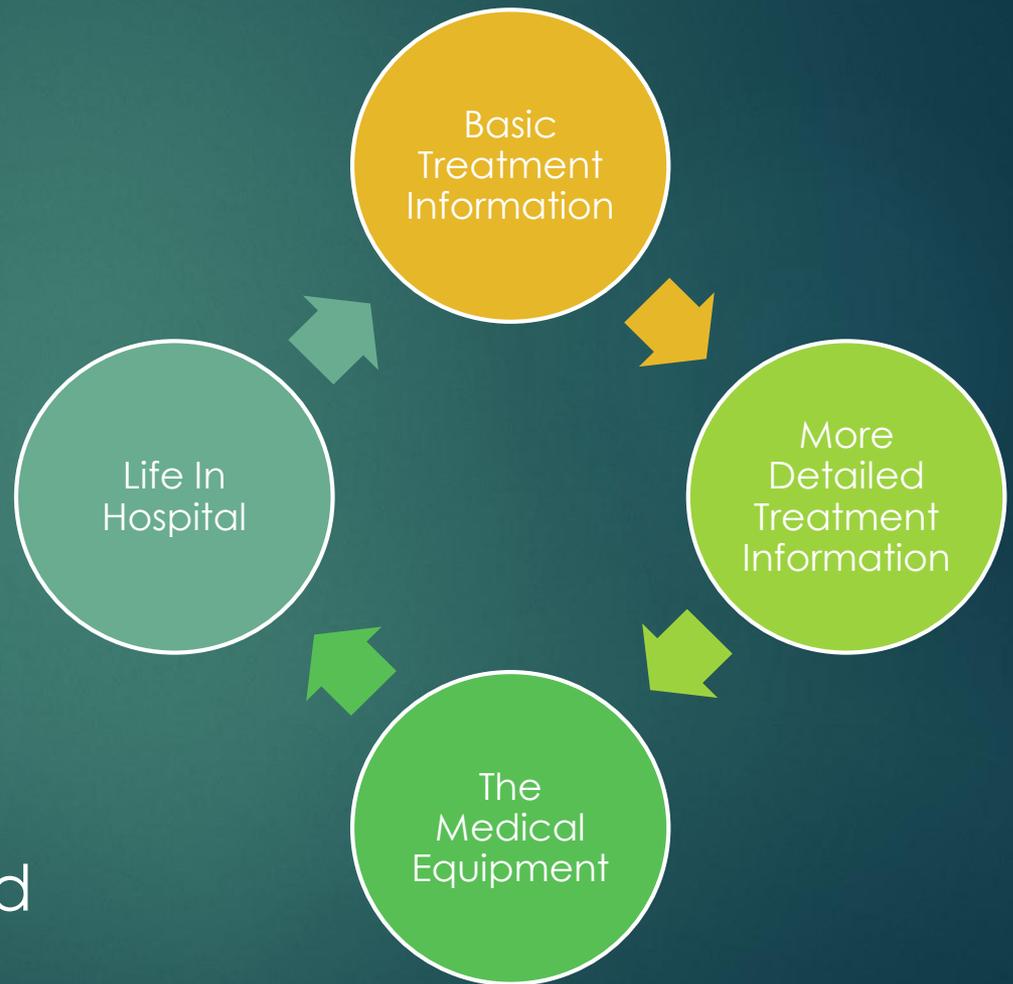
Positive imagery = calmer patients

Photographs of their journey will inspire confidence; removing the 'dread' feeling and most importantly making the patient mentally and medically ready



Fears and concerns can be condensed into four main groups

With subgroups attached



A few basic treatment questions

For each question below, images can provide the answers

What is a Hickman Line?

What is a Cannula?

What is Chemotherapy?

What is Radiotherapy?

What is a liver and kidney function test?

What is an Oncologist?

What is Brachytherapy?

What is taking bloods?

What is a Biopsy?

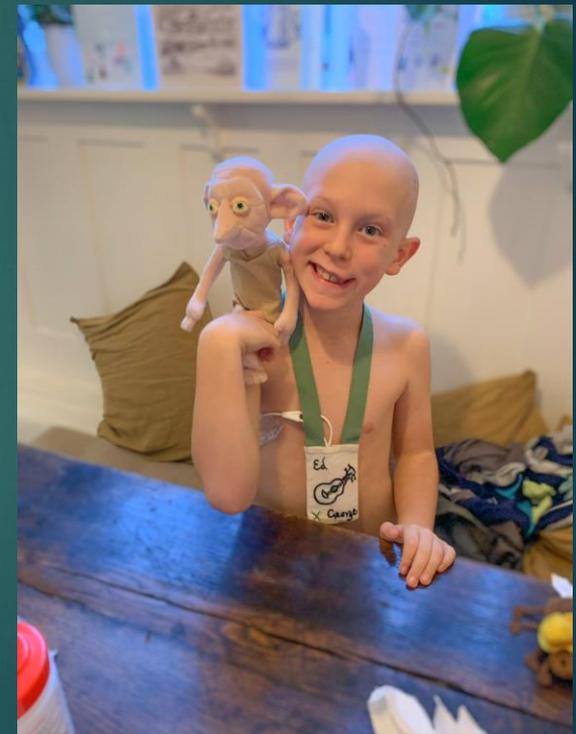
Example images for those wanting to know more about their treatment



What is a Hickman Line?



Will I be hooked up to a machine?



Will I be able to go home between treatments?

A few medical equipment questions

For each question below, images can provide the answers

What is an MRI?

What is a PET scanner?

What is an Angiogram?

What is a CT scanner?

Example images for questions about life in hospital



Can my family visit?

Can we go into the same room as the patient?

What will my room look like?





“An image speaks a
thousand words”

How images can be utilised

Websites, Social Media, Fact Sheets,
Brochures, Pamphlets, Press (trade,
national, global), Educational
Presentations...
Opportunities are endless

Other suggestions from parents and children

- ❑ When a parent is initially given information explaining their child's medical procedure; a factsheet containing positive imagery would be simpler to understand than pages of text and technical drawings
- ❑ A child can take the factsheet to school, to share with their classmates and teachers, which avoids repetitive questions and answers about their treatment
- ❑ Current information looks complex and needs to be more child friendly
- ❑ A factsheet containing images of their child's medical journey would provide an easily interpreted and reassuring guide for parents who are unprepared for the journey ahead
- ❑ Parents and children have reported to me a lack of simple imagery to explain the procedures

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