



A MEDICAL JOURNEY THROUGH INSPIRING IMAGES
TAKEN BY HELEN TINNER PHOTOGRAPHY

An Adult's Medical Journey


Enhancing an adult patient experience
whilst visiting hospital

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This is a visual guide to help explain the patient journey as either a PDF document or a template to be used on website using the Radiology Department at Queen Elizabeth Hospital, Birmingham as an example.

Your hospital would be featured to illustrate your work.

Patient information visual guides

Select the relevant service to download or print

For web use, when a patient clicks onto their service, they will be taken to the relevant section.

(See example page 4)



Before your visit to hospital you will have met a consultant to discuss how you are feeling



Meet the Radiology Consultants



Meet the Radiology Team

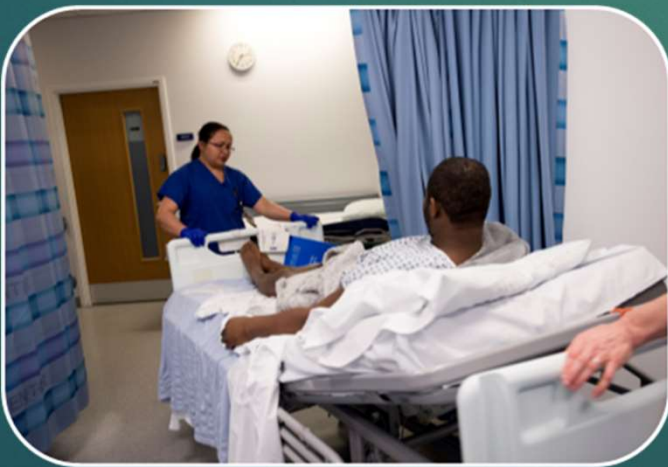


Staying in hospital can be a worrying time, but rest assured you are being looked after by a team of extremely professional and caring people

On the hospital ward your consultant will ask how you are feeling and explain about your procedure



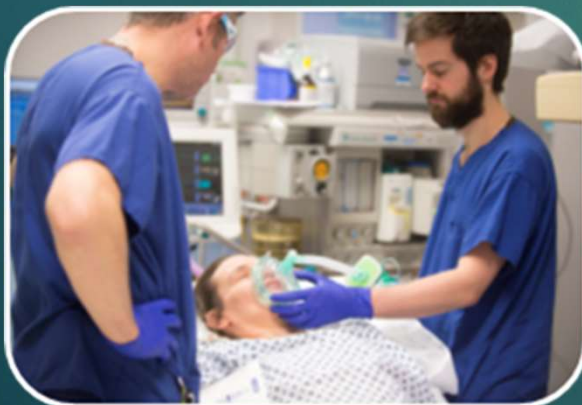
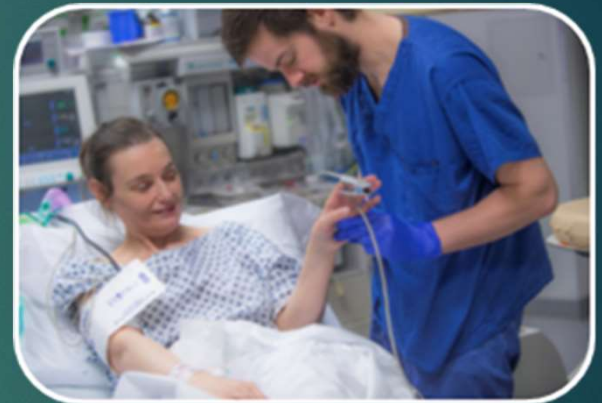
Afterwards, a nurse will take you on a trolley bed to theatre, which is where your procedure will take place



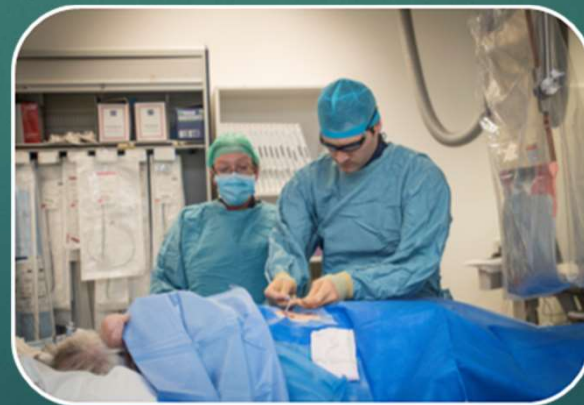
These photos show what a typical operating theatre looks like



Before your procedure you can talk with your medical team. You will then be given some anaesthetic gas to send you to sleep



If you would like to see what happens during your procedure, here are some photographs



And here are some photographs



After your procedure, you will be taken back to the ward, where you will be met by the nurses and your consultant



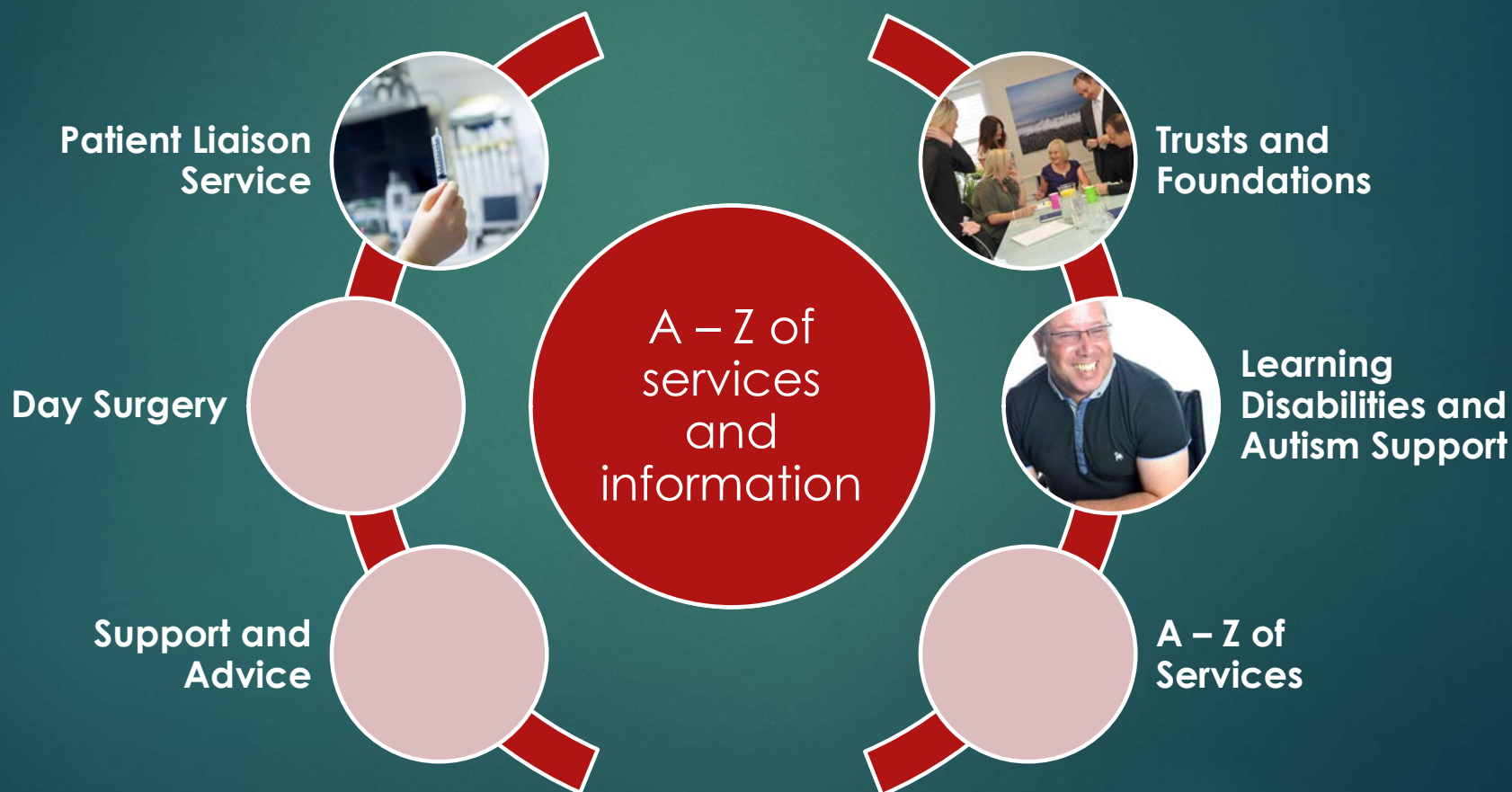
Meet the rest of our amazing team who are here to help with your recovery



To find out more information about other services provided at this hospital, please click on the relevant services below

For web use, when a patient clicks onto their service, they will be taken to the relevant section.

(See example page 16)





**A visual guide to
learning
disabilities
and autism
support at your
hospital**

Meet the Consultants



Meet the Consultants





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A Parent and Child's Medical Journey

Enhancing a parent and child's experience whilst visiting hospital

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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?

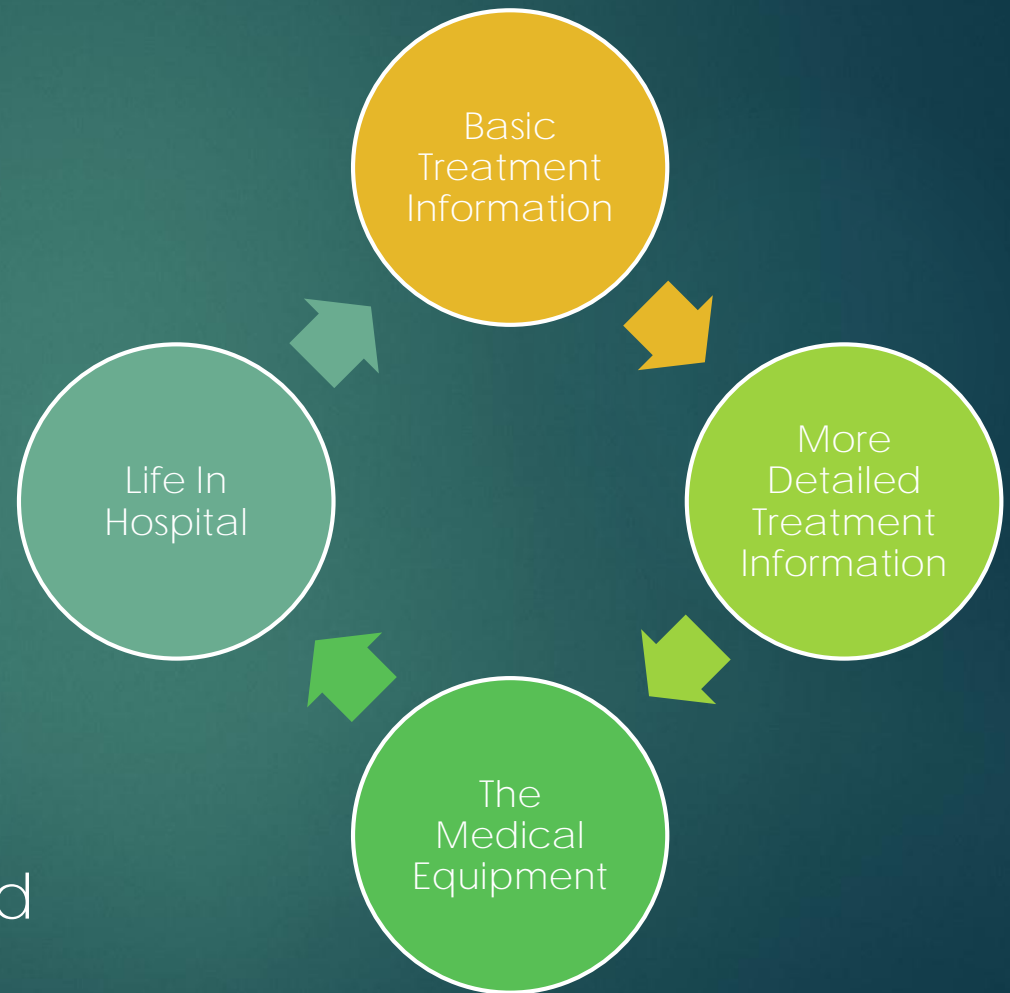
Positive imagery = calmer patients

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?

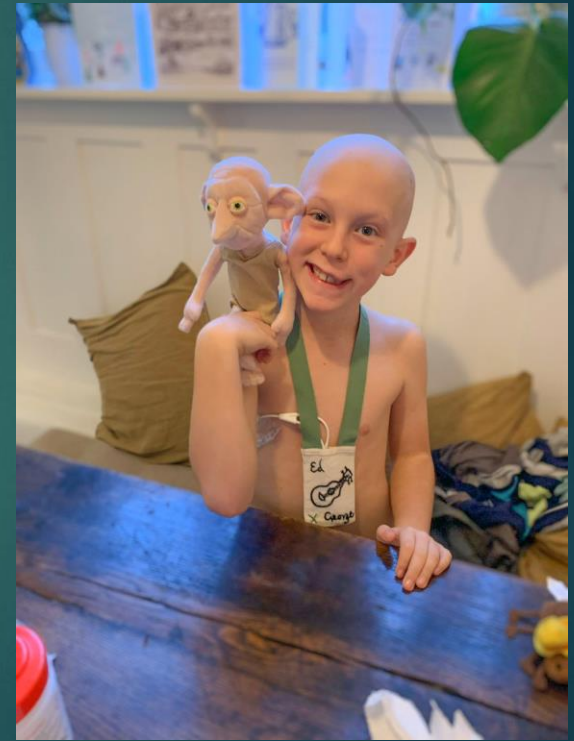
Example images for those wanting to know more about their treatment



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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