

EMPOWERING COLORECTAL CANCER PATIENT JOURNEY: ENHANCING PATIENT INFORMATION THROUGH PATIENT ENGAGEMENT

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Presentation

Nurses

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A quality improvement project in a UK colorectal cancer service developed a multimedia patient information pathway combining interactive digital tools and traditional materials, driven by patient survey and focus group feedback showing 80% of patients sought online information and preferred visual content.

KEY POINTS

- Twenty colorectal cancer patients participated in a survey; 80% sought additional information from internet sources (NHS Choices, Macmillan, Cancer Research UK) and 80% wanted more visual content such as staff photos alongside printed materials.
- The team developed an interactive online diagram of the cancer journey, patient contact cards with QR codes, a webpage with QR-linked resources, and a video depicting the patient pathway from referral through treatment and follow-up.
- Two focus group workshops examined patient experiences across the care pathway, guided by principles of realistic medicine and shared decision-making, with patients emphasizing the value of personalized contact, trust, and compassion from nurses.
- Implementation included a refreshed team webpage with staff photos and biographies, QR codes linking to specific journey stages to reduce information overload, and paper versions with planned translations and Braille for accessibility.
- The project took over two years to implement in collaboration with the trust communications team and was recognized locally with an outstanding rating in the caring domain.
- The speaker noted that barriers included geographic distance for focus group attendance, completing the work on top of clinical time, and aligning proposals with trust branding requirements.

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