ICOUGH TV: Using Social Media to Prepare and Equip Patients for Major Surgery

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Background

Major elective surgery is associated with short and long term morbidity and mortality disadvantage.

We sought to develop a patient and family orientated preparation tool incorporating social media resources for major surgery patients as part of our ERAS+ pathway to reduce post-operative pulmonary complications.

ICOUGH UK

Reducing chest complications after major surgery

ICOUGH UK is a novel peri-operative care bundle in collaboration with Boston Medical Centre
- Incentive Spirometry
- Coughing/Deep breathing
- Oral Hygiene
- Understanding
- Get out of bed
- Head of bed elevation
Method

With involvement of patients and relatives we produced ICOUGH UK education videos. These were inexpensive to produce, using the ERAS+ team as cast members.

The videos are shown in our weekly pre-op surgical education sessions ‘Surgery School’, Youtube and on the trusts ‘Hospedia’ hospital TV system.

Our film titles include
- Oral health care
- Mobilising after surgery
- The anaesthetic room explained
Results

ERAS+ has produced a 40% reduction in postoperative pulmonary complications in major surgery patients over a 12 month period.

The introduction of ICOUGH-UK TV has been instrumental in this.

The YouTube channel had a hit rate of over 2000 in 1 year.

Patients surveyed rated ‘Surgery School’ as good or very good and 91% would recommend it to their friends or family (60% response rate).

Patients who did not access the online resources cited no internet access as their top reason.
Conclusions

• Patient education has played a vital role in reducing pulmonary complications following major surgery.

• Production of the low cost patient education tool, ICOUGH-UK TV, has been fundamental in supporting the education of both patients and family in the elements of our successful ERAS+ programme.
Discussion

- Social media can be used to improve the health of patients as multimedia resources are increasingly well used by patients and family.

- Our idea could be replicated for different patient education needs.

- Please check out our YouTube channel: ICOUGH UK
  - https://www.youtube.com/channel/UCvOamR8Sb4RXENr56fvRehA

- Let us know your thoughts
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