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Improving cancer patients satisfaction by introducing a video based intervention in a Tertiary Care Hospital in Karachi, Pakistan

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Introduction: The burden of cancer is escalating worldwide and affecting an individual's wellbeing. Chemotherapy is one of the treatments of choice worldwide to combat cancer. Patient satisfaction is one of the core components in the treatment of cancer, However, the complex nature of chemotherapeutic agents and process of treatment may result in multiple physiological and psychological stressors such as side effects of chemotherapy, anxiety related to the treatment process. In addition, if the patient and their caregivers (family) are unaware of these side effects pose an additional stress which may result in dissatisfaction and noncompliance with the treatment. Therefore it is important to educate patient/families. Therefore, the purpose of this pilot project was to provide patients/families awareness regarding the process of treatment and subsequently to improve their satisfaction level.

Methods: A case-control design was employed for this study. A total of 30 cancer patients, that is 15 as cases and 15 as controls were recruited from the daycare oncology department of a private tertiary care hospital. Patients planned for their first chemotherapy cycle selected in both the groups. The participants in the control group were given the standardized education material (information brochure); whereas, for cases, a video-based educational material was developed and used. A self-developed questionnaire was used to assess the patient satisfaction level regarding the chemotherapy process before and after the standardized and video-based educational intervention. Independent T-test was used to analyze the data.

Results: The study revealed significant results for the intervention group. The overall mean score of patient satisfaction level for the cases was 18.80; whereas, in controls, it was 11.93. The patient satisfaction level related to the awareness of the chemotherapy process via video-based intervention was significantly (p-value <0.000) higher among cases compared to the control group.

Conclusion: This study indicates video-based intervention as an effective mode to assist patient go through chemotherapy process. This intervention can play a crucial role in reducing treatment-related stressors and enhance patients satisfaction level.

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