



The CancerHelp Institute – 500 Romona Road, Wilmette, IL 60091

**University of Virginia Health System**  
**UVA Cancer Center**  
**Onsite Stakeholder Interviews**



November 16, 2016

**Background:**

A draft of a new Tablet App interactive demo has been created for a full day of stakeholder interviews at UVA Cancer Center. There will be 4 - one hour sessions through the day with multi-disciplinary teams including doctors, nurses, social workers, healthcare administrators, and department managers. The key contact will be Tabatha Ferrell, Director of Health Education, who will provide a welcome at each session.

The CancerHelp® Tablet App being shown is called “Prescription for Learning” and is designed to help doctors and nurses have an easy and portable tool for providing education for their patients.

**Objective for Stakeholder Interviews and Interactive Demo Presentation:**

The main objective for the presentation and interviews is to assess the feasibility of the Tablet App. In addition, any aspects of this project that would be a barrier to use in the clinical setting and any ideas participants have for the education content are also valuable at this early phase of the program design.

Sessions with Stakeholders will be in the UVA Cancer Center large conference room with a screen for showing both a PowerPoint Presentation and the Tablet App Demo. Participants will also be able to use the demo program from their mobile devices and they are encouraged to bring their devices (as Tabatha calls it B.Y.O.D. or Bring Your Own Device).

**Projected Length of Time:** 60 minute sessions

**Projected Number and Type of Stakeholders/Users:**

60 Stakeholders from a multi-disciplinary team of Healthcare Administrators, Directors, Department Managers, Doctors, Nurses, Social Workers, and Health Educators.

**UVA Cancer Center Stakeholder Interviews - User Testing Outline:**

- 1) Welcome and explanation of the mission of the CancerHelp Institute, experience with National Cancer Institute health education, and presentation of user statistics for existing programs.
  
- 2) Brief description of the goals of the CancerHelp “Prescription for Learning” Tablet App for patient education
  
- 3) Demo of the Interactive Prototype for the Tablet App
  
- 4) Questions for the Stakeholders
  
- 5) Final closing statement and thank you
  
- 6) Onsite evaluation forms with Tabatha Ferrell

## **UVA Cancer Center Stakeholder Interviews Script:**

### **1) Welcome and explanation of the mission of the CancerHelp Institute, experience with National Cancer Institute health education, and presentation of user statistics for existing programs:**

“Thank you for attending this session about UVA Cancer Center and a new patient education Tablet App which includes information for patients from the National Cancer Institute. Your feedback for this exciting new program is very helpful.”

### **2) Brief description of the goals of the CancerHelp “Prescription for Learning” Tablet App for patient education:**

“The mission of the CancerHelp Institute is to provide tools for healthcare professionals to educate their patients. We work to make our programs as easily accessible as possible. This is through our connections with the National Cancer Institute as an official ‘Content Distribution Partner’ of the NCI. Today our main goal is to share with you a new program called ‘Prescription for Learning’ a Tablet App specifically designed for use by doctors and nurses with their patients.”

“For those of you who did the B.Y.O.D. (Bring Your Own Device) here is the web address so you can follow along with our presentation and demo:”

[www.cancerhelpuvacancercenter.com](http://www.cancerhelpuvacancercenter.com)

### **3) Demo of the Interactive Prototype for the Tablet App**

## **UVA Cancer Center Stakeholder Interviews Script (continued):**

### **4) Questions for the Stakeholders:**

“Tell me more about your goals and objectives for patient education for the coming year?”

“What types of planning and strategy sessions have you had? Tell me more about what you learned.”

“How do you see a tablet app fitting in with your clinical practice? How would this program be helpful to your doctors and nurses?”

“Is there anything you would like to tell me or I should know about designing a Tablet App for use at the UVA Cancer Center?”

“From a doctor or nurse perspective, what features should a program like this include?”

“Tell me about your patients (one type of user for the program). What are their demographics? What are the types of questions they ask about their healthcare? How do you help these patients now?”

“What else would be valuable for me to know about how you educate your patients now or how you would envision doing so in the future?”

## **UVA Cancer Center Stakeholder Interviews Script (continued):**

### **5) Final closing statement and thank you:**

“Thank you for meeting with me today. Your feedback and answers are very helpful for our efforts to improve our ‘Prescription for Learning’ Tablet App. Your input helps us toward our shared goal of designing helpful programs for doctors, nurses, and health educators to better educate patients and their family members. I thank you on behalf of the CancerHelp Institute and the National Cancer Institute.”

### **6) Onsite evaluation forms with Tabatha Ferrell, Director of Health Education:**

“Thank you again for your participation and input for the CancerHelp Institute. Please help evaluate this session and the Tablet App, ‘Prescription for Learning’ in terms of how it would benefit or improve our existing patient education programs.”