

A MODEL FOR THE FUTURE: DESIGN OF A CUSTOMIZABLE/NAVIGABLE PHYSICIAN-TO-PATIENT DISEASE-SPECIFIC EDUCATION DVD

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We have developed a novel, navigable DVD which seeks to augment the physician-patient relationship (PPR) by allowing physicians to customize disease-specific (i.e. cardiovascular disease) information available for their patients based on practice specialty and preferences. In addition, patients have the flexibility to choose the content they are interested in viewing.

Educating patients about maintaining their overall health and well-being has been a core component of the PPR since Hippocrates began treating patients. As the PPR has evolved, much of patient education is taking place outside of the traditional office visit. Patients are even seeking medical knowledge without the guidance of their primary physician through non-traditional outlets such as the world-wide web. Technology-associated and computer-based platforms have the potential to impact many more patients than standard print and video media. In addition, computer-based materials can be delivered in a more appealing and informative fashion.

DVD content is delivered either through a stand-alone or computer-based interface. Following a brief video overview and introduction, the sponsoring physician's name and practice information is displayed. This allows the physician to "reconnect" with the patient, and make the information appear to be more personal. It also gives the patient a specific contact person who would be available to answer additional questions.

A simple navigation menu allows patients to choose brief (1-2 minute) educational video segments on a number of topics relating to cardiovascular disease, such as coronary artery disease, valvular heart disease or aneurismal disease. Each video segment is informative, professionally produced and visually attractive.