

# HOW TO WELCOME VISUALLY IMPAIRED PEOPLE TO THE HOSPITAL?

## ERN-EYE EDUCATIONAL VIDEO FOR HEALTHCARE PROFESSIONALS

**Authors:** Claire Edel<sup>1</sup>, Caroline Iberg<sup>1</sup>, Russell Wheeler<sup>3,4</sup>, H el ene Dollfus<sup>1,2</sup>

<sup>1</sup>ERN-EYE Coordination Team, H opitaux Universitaires de Strasbourg, Strasbourg, France ; <sup>2</sup>CARGO, H opitaux Universitaires de Strasbourg, Strasbourg, France; <sup>3</sup>ERN-EYE ePAG representative ; <sup>4</sup>LHON Society

### PURPOSE

Based on an original initiative from the French national Network for rare sensory diseases SENGGENE, the European Reference Network for Rare Eye Diseases (ERN-EYE) launched a video aiming at guiding healthcare professionals on how to welcome visually impaired patients in the hospital. This educational video was created to address patients' expectations and improve their experience in the network's hospital.

### METHOD

SENGGENE worked on this project with several French associations of visually impaired people. Patients actively contributed to the project through five focus groups (workshops) which collected testimonies and gathered the needs of visually impaired persons and health-care professionals. ERN-EYE collaborated with SENGGENE to translate and adapt the video to English.

This version was reviewed and validated by our English European Patient Advocacy Group (ePAG) representative.

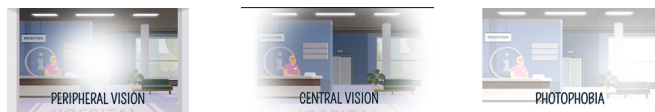
### RESULTS

The video is a 3-minute motion design video. It is divided into three independent parts. It deals with common situations in the delivery of care activities: different types of visual impairment, reception in a hospital center, consultations, moves and orientation in a hospital room. This fits perfectly with the needs of the patients reported in the focus groups. Besides, an evaluation carried out after the viewing of the video among health professionals showed that 80% of them improved their knowledge on the matter.

### PROCEDURE

#### PROBLEMATIC

In Europe, around 30 million people suffer from a vision disorder, and 3 million are blind. However, health care professionals are not always well prepared to receive these people: the right gestures and behaviours are often overlooked whatever the service they are in. From this stemmed the idea of creating a video presenting the way in which visually impaired people are welcomed and cared in a hospital so that everyone feels more comfortable.



#### GOALS

- Allow medical and paramedical staff to know how to welcome a visually impaired person in three minutes
- Allow visually impaired people to assert their rights to understanding and accessing to care from their caregivers



#### STEPS

We organized five «focus groups» which allowed us to collect numerous testimonies from visually impaired persons and their carers. On the basis of this feedback, we decided in 2018 to launch this video project to raise the medical staff's awareness. As they are unfamiliar with these patients, medical staff are often uncomfortable. Thanks to this short and accessible video support, they can now be informed in three minutes. They may even choose to train specifically on reception, consultation or hospitalization.



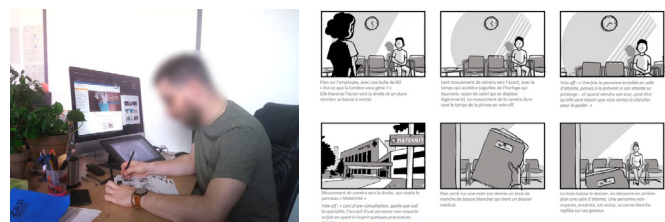
#### PARTNERS

For this project, we wanted to involve users to fully integrate them in the development of the system so that it reflects their needs and experiences. The partnership was obviously with the Blind Federation of France (*F ed eration des Aveugles et Amblyopes de France*), as well as with the Blind Federation of Alsace Lorraine Grand Est. Thanks to a call for projects, the network and its partners also benefited from financial support from the National Solidarity and Autonomy Fund (CNSA).



#### CREATION

To make the content fun and original, the network approached *Dawino creation studio* in Lyon. They allowed the ideas stemming from the focus groups to take shape and life under the pen of their graphic designer. An artistic director created the script. Five months were necessary for the different stages: scenario, sequencer, graphics. Every graphic detail and every word has been chosen with great care.



### CONCLUSION

This video has met with great success in France since its launch in October 2019. Thus, as it was created thanks to the involvement of patients and healthcare professionals, it fits a real need. It is now distributed all over Europe thanks to its translation and publication within the ERN-EYE network and international congresses.

<https://www.youtube.com/watch?v=sHniVmgKung&t=1s>

To watch the video:

