

# Metro North Cancer Care Services (MNCCS) Cancer Information Hub December 2015 – July 2017

The screenshot shows the website for Metro North Hospital and Health Service. At the top, it features the Queensland Government logo and navigation links for Contact us, Careers, About us, News, Events, Get involved, and a search bar. Below the navigation is a search bar with the text "Search...". The main content area is titled "Cancer Care Services" and includes a map of Metro North Queensland with red location pins. Text on the page describes the services provided, including Medical Oncology, Haematology and Bone Marrow Transplant, and lists various hospitals like Caboolture, Redcliffe, and Killoo.



## Types of cancer

Information and resources on common cancers including treatment options, managing side effects, patient stories and support services for you and your family.



## Patient stories

We have produced a number of videos to help you better understand the cancer journey. These are real stories as told to us by patients and include information on coping with your diagnosis, the practical issues and the emotional impact of cancer.



## Coming to hospital

Information and contacts for each of our treatment facilities including the Royal Brisbane & Women's Hospital, the Prince Charles Hospital, North Lakes Cancer Services, Redcliffe Hospital and Caboolture/Killoo Hospitals.



## Support for patients & families

If you or someone you know has been diagnosed with cancer, you're not alone. There are support groups and services to help.



## Resources

Links to publications, research, videos and general resources to help you understand more about the cancer journey.



## Clinical Trials

Clinical trials test new treatments to find better ways to prevent, detect or treat disease. Both healthy people and people with a disease or condition can volunteer to be part of a trial.

# Background



## MNCCS Consumer Forum



# Project Objectives

**To collaboratively develop a web based portal  
a repository for resources and information about:**

- **different forms of cancer**
- **their diagnosis**
- **treatment and management**
- **support services available for cancer patients, their families and carers**
- **support their cancer journey from prevention to survivorship or end of life**

# The Team

- ❖ **Metro North Cancer Care Consumer Representatives**
- ❖ **QUT Creative Industries Team**
- ❖ **Metro North Cancer Care Services**
- ❖ **Metro North Online Publishing and Design Team**

# Patient Stories

- ❖ **To assist patients to navigate the system using tips provided by past and current patients**
- ❖ **Information about diagnosis and what to expect**
- ❖ **The practicalities of going through treatment**
- ❖ **The emotional impact of treatment and the supports available**

# Taking Control



# Video development

- ❖ **Radiation Therapists – focus group with consumer representative for Radiation Planning and Treatment videos**
- ❖ **QUT student – Chemotherapy, Wayfinding, Deep Breath Hold**
- ❖ **Staff – voiceovers and actors**

# Consumer Working Group

- ❖ **4 Consumer Representatives from Metro North Cancer Care Services**
- ❖ **Design of the site**
- ❖ **Content review including factsheets and video scripts**
- ❖ **Video development through the Metro North Cancer Care Services Consumer Engagement Working Group.**

**This group has Consumers working in partnership with frontline staff to improve services for Cancer patients across Metro North.**



# User Testing

**User testing process informed:**

- **ease of use of the site**
- **naming of the site as the “Cancer Information Hub” (previously referred to as “The Patient Portal”).**

**7 tasks were performed with 80% completion rate. This is considered a good result.**

**Other user testing was conducted as part of the Online Redevelopment Project**

- **104 people tested wireframes**
- **15 hours of observational testing**

# Page views and Video Plays

**17509 Views** since the Launch of the site on July 11 2107 – 31 May 2018

## Top 20 webpage views

| Page  | Total |
|---|-------|
| Cancer-care-services                                  | 3954  |
| Types-of-cancer                                       | 1512  |
| Clinical-trials                                       | 1032  |
| Coming-to-hospital/north-lakes-cancer-care-service    | 921   |
| Breastscreen-queensland                               | 724   |
| Support-patients-families                             | 689   |
| Coming-to-hospital                                    | 663   |
| Types-of-cancer/head-neck-cancer                      | 565   |
| Types-of-cancer/breast-cancer                         | 544   |
| Resources   | 435   |
| Support-patients-families/allied-health-professionals | 422   |
| Types-of-cancer/thyroid-cancer                        | 384   |
| Types-of-cancer/lung-cancer                           | 380   |
| Patient-stories                                       | 360   |
| Radiation-therapy                                     | 354   |
| Support-patients-families/support-groups-services     | 283   |
| Stem-cell-transplantation                             | 266   |
| Support-patients-families/care-coordinators           | 252   |
| Chemotherapy-medical-oncology-patients                | 251   |
| Types-of-cancer/brain-cancer                          | 235   |

## Top 20 Videos

| Video  | Total |
|--|-------|
| <b>Patient Story</b> - Everyone reacts differently (Compilation 1) | 309   |
| RBWH Level 4 O2  | 286   |
| RBWH Ward 5C   | 237   |
| RBWH Level 3   | 212   |
| Coming to chemo  | 208   |
| Chemotherapy procedure   | 194   |
| <b>Patient Story</b> - You're Not Alone (Compilation 3)            | 185   |
| <b>Patient Story</b> - CCS Take control (Head & Neck)              | 159   |
| Introduction Video   | 150   |
| Redcliffe  | 131   |
| <b>Patient Story</b> - Take Control (Compilation 2)                | 120   |
| RBWH Ward 6A South   | 117   |
| RBWH Weekend access Level 4  | 114   |
| North Lakes Cancer Care  | 113   |
| Deep Inspiration Breath Hold                                       | 104   |
| Prince Charles   | 102   |
| Radiation Therapy Treatment  | 96    |
| <b>Patient Story</b> - Take control (Breast)                       | 92    |
| <b>Patient Story</b> - Everyone reacts differently (Head & Neck)   | 86    |
| <b>Patient Story</b> - Everyone reacts differently (Breast)        | 77    |

# Project Outcomes

- **The original project plan**
  - **develop 4 disease pages using disease specific patient stories to empower patients to take control of their cancer journey**

## **Outcome:**

- **28 disease pages were built**
- **52 pages plus 70 supporting elements (reusable video components, reusable lists of resources and other text, custom scripts and styles)**
- **15 documents**
- **16 images**
- **Integrated 46 videos.**

## **Future Developments**

- **Further funding received from RBWH Foundation enabled captioning of all the videos in English and the 5 top languages for Metro North Cancer Care Services. (Italian, Korean, Vietnamese, Arabic, Chinese)**
- **Patient Survey to complete evaluation and refine the site**

# Consumer Feedback

*I love this Cancer information hub.*

*I appreciated being given the opportunity to trial the site before it was finalised.*

*I particularly like the use of video clips which provide an interactivity not found in the usual information website.*

*I thought it was easy to navigate and to the point.*

*I think it is easy to use, intuitive and very readable.*

*I think it's a great initiative and a tool patients will benefit from.*

*I felt proud to be a part of developing the Cancer Information*

*It was clear to me that my suggestions were listened to and valued."*

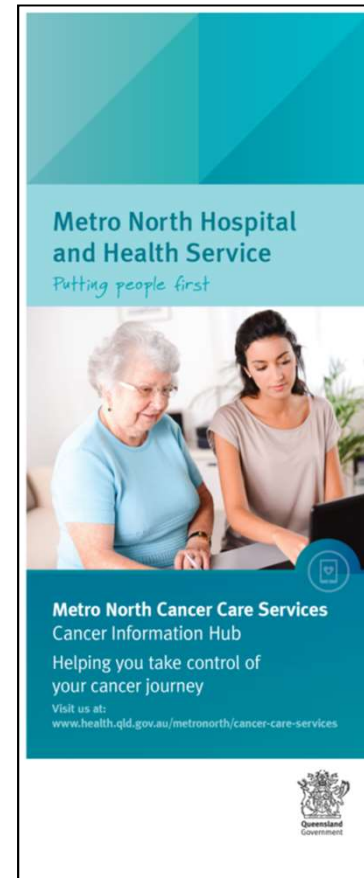
*I felt my voice and opinion was appreciated and listened to during the entire process.*

***"I really liked the Patient portal. There wasn't information overload and the information was simple and relevant enough to follow and read for just about anyone. You could just follow the links that were relevant to whatever form of cancer or treatment you were having, without having to wade through a lot of other cancers or medical jargon that the average person isn't interested in or can't understand. Information for Contact numbers, car parks, other hospital information etc was right at your fingertips. So overall well done."***


***– Wendy***

# MNCCS Cancer Information Hub


<https://metronorth.health.qld.gov.au/hospitals-services/cancer-care-services>



Metro North Hospital  
and Health Service  
*Putting people first*



Metro North Cancer Care Services  
Cancer Information Hub  
Helping you take control of  
your cancer journey  
Visit us at:  
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