Development of a Postpartum Preeclampsia Video to Promote Patient Education

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Intervention Development Steps

• Estimate for production of video through institution $5,000.00.
• Justin Flocco, professional videographer, produced video pro bono.
• Script for the video developed based on literature, input from team members, and community involvement of a patient experience.

Implementation

• Registered nurses (98%) and nurse assistants (100%) prior to go live:
  • Received education
  • Reviewed video
• Education emphasize of video to promote patient’s understanding of importance of postpartum follow up care.
• Video benefits’ nurse’s practice by enhancing:
  • Understanding postpartum preeclampsia
  • Standardizing patient education verbiage.

Based on video:

• Staff developed talking points for discharge education.
• Staff created discharge handouts for patients
• Developed a hypertension discharge navigator implemented in EMR

Leadership Journey

Purpose
To develop a postpartum preeclampsia education video to educate women and staff members in postpartum unit. Secondary purpose, to standardize hypertension education provided to patients during postpartum discharge.

Method

Design:
• Quasi-experimental
• Intervention: Intervention video to:
  • Provide patient education
  • Standardize nursing language for discharge instruction.

Key Stakeholders:
• Obstetric quality director
• Nursing director of women’s care department.
• Maternal fetal medicine physician
• Labor and delivery unit pharmacist
• Obstetric fellow
• Medical student
• Clinical nurse lead, labor and delivery

Leadership Journey: KP Model

Model the Way: Role modeled to staff how to review literature to develop evidence-based interventions. Demonstrate to interdisciplinary healthcare team nursing’s role in being a change agent for the institution and to influence positive patient outcomes.

Inspire A Shared Vision: Shared with key stakeholders’ vision for project using Orem’s self-care deficit theory. Video project education
• Empower patients to:
  • Recognize warning signs of postpartum preeclampsia
  • Provide patients with knowledge of when to seek care
  • Empower nurses to positively impact patient outcomes.

Challenge the Process: Institutional systems change difficult. Change required a willingness to listen and consider differing perspectives. Learned that flexibility and taking risks needed to ensure organizational change, which improved the process.

Enable Other to Act: Utilizing interdisciplinary team fostered a sense of community, allowing relationships and trust to develop. Team members engaged and responsible for enacting change.

Encourage the Heart: Celebrated people and their efforts. Every success celebrated to ensure team focused and on task.

Outcomes

• Anecdotaly, nursing staff shared they experienced a sense of empowerment and began to take ownership of the discharge process.
• Nursing staff shared they learned from the video and were able to better educate their patients
• Anecdotaly, postpartum patients who followed up at the facility reported the education from video and/or staff instrumental in alerting them to the signs and symptoms of preeclampsia and hypertension

Discussion

• Video has the potential to significantly increase education of patients and staff members regarding postpartum preeclampsia
• Video intervention well positioned to assist with standardization of hypertension education to patients postpartum
• Evaluation of the effectiveness of the video educational intervention still needs to be conducted.

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