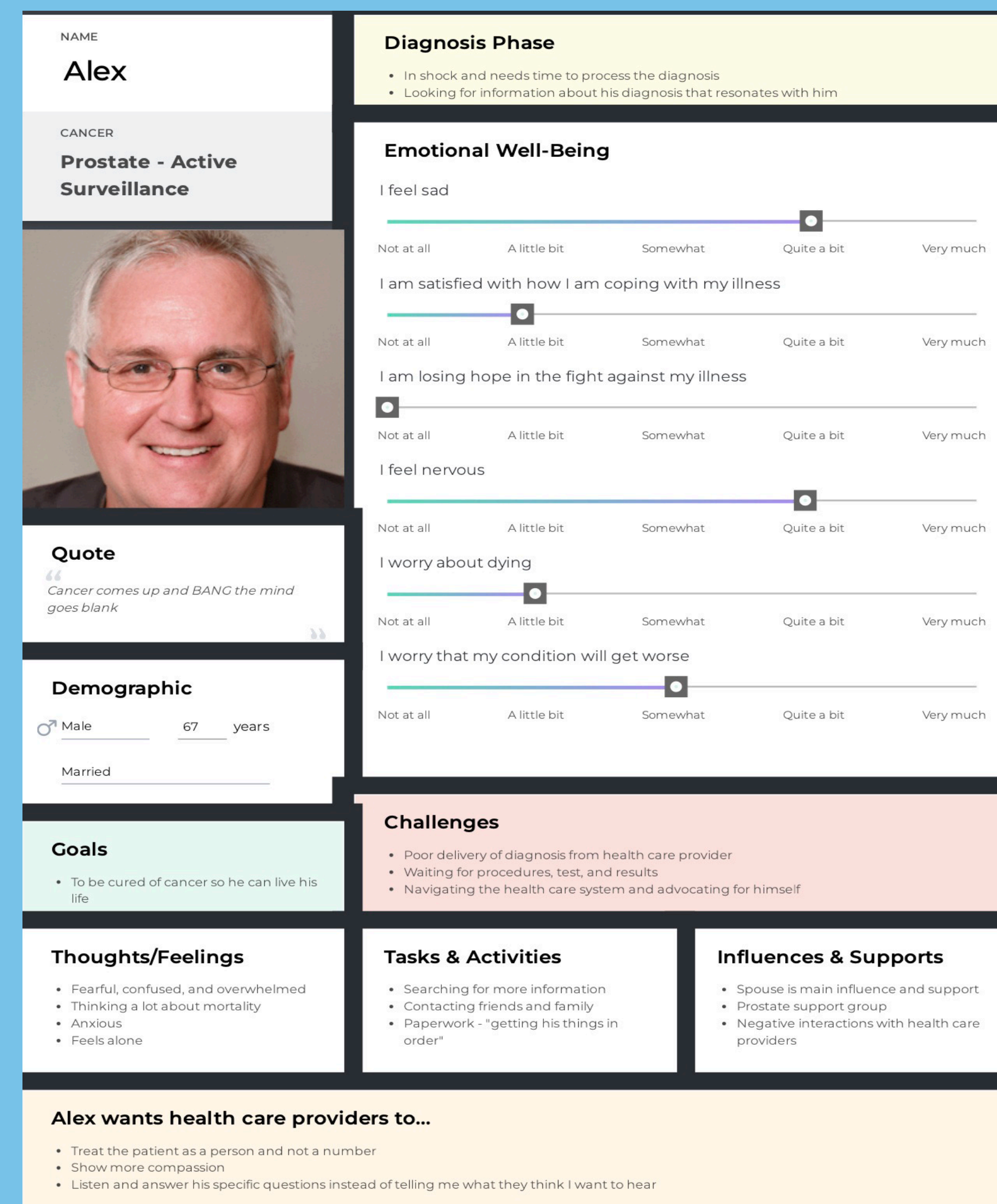


Personas to Support Health Care Provider Use of Patient Reported Outcome Measures in the care of Older Adults with Cancer: A Knowledge Translation Project

Hawkins, B., Moynihan, M., Kwon, JY.,

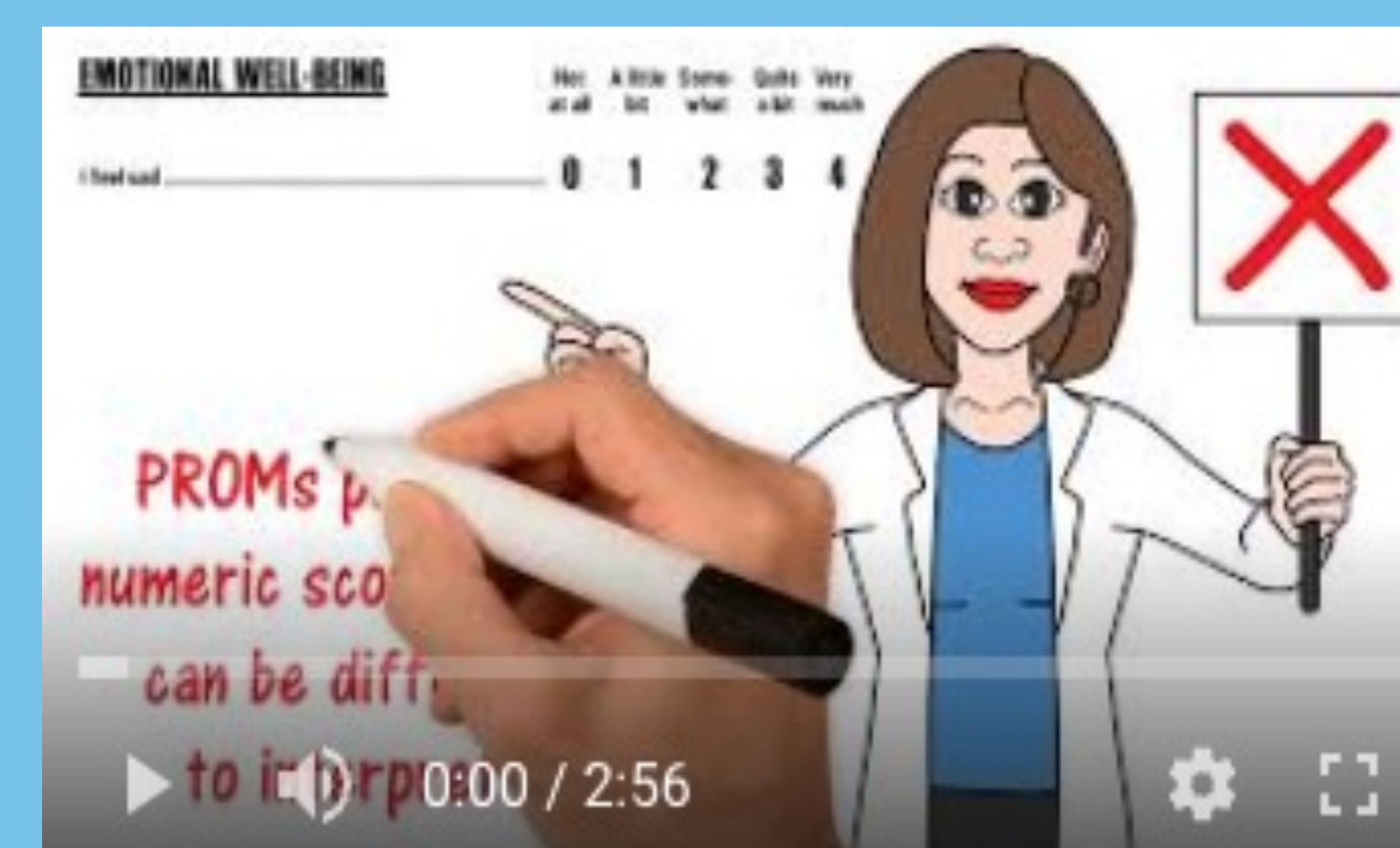
Alex Persona.
Figure 1.



Learning Module
Figure 2.



Whiteboard video.
Figure 3.



<https://www.youtube.com/watch?v=-mUh6NDEeZQ>

FIGURE LIST
Figure 1 [Alex Persona]. (March 8th 2022). Retrieved from the research project of Dr Jae-Yung Kwon et al., (2022).
Figure 2 [Learning Module]. (February 16th 2022). Retrieved from the research project of Dr Jae-Yung Kwon et al., (2022).
Figure 3 [Whiteboard Video]. (February 16th 2022). Retrieved from the research project of Dr Jae-Yung Kwon et al., (2022)

Bailey Hawkins, School of Nursing,
March 14th 2022

Supervised by Dr Jae-Yung Kwon, Assistant Professor,
School of Nursing, University of Victoria

This research was supported by the Jamie Cassels
Undergraduate Research Award



Introduction

The aim of this project was to develop personas as a knowledge translation intervention to support healthcare providers use of patient reported outcome measures (PROMs) in the care of older adults with cancer. Personas are traditionally used in marketing, they synthesize data gathered from a population of interest to create a person-centered archetype grounded in the experience of the user¹. In this study, older adults with lived experience with cancer participated in online workshops where they co-created personas that reflected their collective cancer experiences and emotional wellbeing at a particular stage of the cancer journey. The personas were then used as educational tools in an online learning module for healthcare providers focused on the benefits of incorporating PROMs into routine clinical practice.

Methodology: A review of the literature identified a lack of emotional support was present when older adults sought cancer care which helped inform the selection of a PROM focused on emotional wellbeing. Two patient partners were consulted throughout to ensure the patient experience was considered. Personas were co-developed by older adults with cancer using their experiences, thoughts, feelings and goals. Eight oncology patients participated in three online workshops with two or three participants per workshop. Each workshop lasted roughly one and a half hours and at the end participants completed a PROM as the persona they had created.

Key Points

- A literature review focused on emotional wellbeing and older adult cancer patients identified a lack of emotional support from clinicians
- Older adults undergoing cancer treatment report that their emotional needs often go unmet or are not met to their satisfaction^{2,3}
- PROMs inform patient centered care as they aim to understand the patient perspective through self reported questions relating to various holistic health problems^{4,5}
- The workshops produced four separate personas representing the cumulative experiences of the workshop participants.
- The personas derived from the workshops became the basis for two knowledge translation interventions: a learning module to support HCP use of PROMs and a whiteboard video about the development of personas as educational tools

References

1. Holden, R. J., Kulanthaivel, A., Purkayastha, S., Goggins, K. M., & Kripalani, S. (2017). Know thy eHealth user: Development of biopsychosocial personas from a study of older adults with heart failure. *International journal of medical informatics*, 108, 158-167. <https://doi.org/10.1016/j.ijmedinf.2017.10.006>
2. Francielle Toneti, B., de Paula, J. M., Nicolussi, A. C., & Namie Okino S. (2014). Health-related quality of life of the elderly with cancer in adjuvant treatment. *Rev Rene*, 15(6), 1030-1038. <https://doi.org.ezproxy.library.uvic.ca/10.15253/2175-6783.2014000600017>
3. Rose J., H. (1993). Interactions between patients and providers: an exploratory study of age differences in emotional support. *Journal of Psychosocial Oncology*, 11(2), 43-67. https://doi.org.ezproxy.library.uvic.ca/10.1300/j077v11n02_03
4. Boyce, M. B., & Browne, J. P. (2013). Does providing feedback on patient-reported outcomes to healthcare professionals result in better outcomes for patients? A systematic review. *Quality of Life Research: An International Journal of Quality of Life Aspects of Treatment, Care and Rehabilitation*, 22(9), 2265-2278. <https://doi.org/10.1007/s11136-013-0390-0>
5. Foster, A., Croot, L., Brazier, J., Harris, J., & O' Cathain, A. (2018). The facilitators and barriers to implementing patient reported outcome measures in organisations delivering health related services: A systematic review of reviews. *Journal of Patient-Reported Outcomes*, 2, 46. <https://doi.org/10.1186/s41687-018-0072-3>