

# HQIP Case Study:

## PPI in national clinical audit – Submission to the Richard Driscoll Memorial Award 2018

This submission demonstrates:  
**Communicating to patients in a more accessible and dynamic way**  
**Working with patients to discover the best way to provide information**

**Date:** Autumn 2018

**NCAPOP:** Falls and Fragility Fractures Audit Programme

**Organisation:** Royal College of Physicians

**Website address:** [www.rcplondon.ac.uk/guidelines-policy/strong-bones-after-50-fracture-liaison-services-explained](http://www.rcplondon.ac.uk/guidelines-policy/strong-bones-after-50-fracture-liaison-services-explained)

### Brief background of the project

Strong bones after 50 animation:

[https://www.youtube.com/watch?v=kyYd\\_HOhKf0](https://www.youtube.com/watch?v=kyYd_HOhKf0)

There are an estimated half a million broken bones after a fall or “fragility fracture” in the UK each year. This is more than the number of heart attacks. The impact can be devastating, leading to increased risk of death, pain and loss of independence, mobility and capacity to carry out everyday tasks. Up to a quarter of these could be prevented with earlier diagnosis and treatment.

Osteoporosis is a condition that weakens bones, making them fragile and more likely to break. However, the link is not being made between fractures in the over 50s and undetected osteoporosis. A fifth of women who have broken a bone break three or more before being diagnosed.

### Aim

The Fracture Liaison Service Database (FLS-DB) feeds back performance data to sites via electronic charting and traditional audit reports. Such outputs are not easily accessible to patients.

By giving patients information about bone health and fracture prevention, we hope that they will know what standards of care to expect and have the confidence to approach their doctor and ask for further investigations following a fracture. The FFFAP team had previously produced information for the public aimed at preventing falls in hospital. These have been well received with 17,000 copies circulated to date. We set out to provide information to patients about secondary fracture prevention in a similar format.

## Planning and delivery

The project team identified potential patients and carers that might be willing to participate in a focus group discussion drawn from the RCP's patient and carer involvement unit and the National Osteoporosis Society (NOS) and a patient group was appointed to develop a report.

The initial purpose of the focus group was to seek guidance from patients and carers on the type of information that would be useful regarding secondary fracture prevention and fracture liaison services (FLSs) and this would be used to produce a patient information booklet that will be circulated to patients by FLSs. However, the group discussed the practicalities of providing printed information to the 500,000 patients who sustain fragility fracture in the UK each year and agreed that it would not be possible to produce enough hard copy leaflets for these patients and sustain this in the future. They also discussed how the leaflet would be distributed to fragility fracture patients as the majority are not seen by a FLS.

Therefore, the patient group proposed developing an animation. This would have more longevity than printed leaflets and could be accessed by patients not seen by an FLS. We also hoped the animation will be more accessible to people who find it hard to use standard printed material.

The 3 minute animation describes what a fragility fracture is, what assessments and interventions a patient can expect to receive and where to get further information. We hope the animation will reach a larger audience than a printed leaflet.

## Impact

The animation has been promoted through the Royal College of GPs, CCGs, Royal College of Emergency Medicine and the National Osteoporosis Society (NOS). We also asked all hospitals in England and Wales to consider including a link to the video in their patient information and correspondence.

We're aware of hospitals and GP practices showing the animation in waiting areas and local national osteoporosis society support groups are campaigning for the animation to be used in innovative ways such as playing on the LED screens on buses. The animation is also available on YouTube and has been viewed over 1,300 times.

This is a new approach in the way we share information with patients. Initial feedback has been good:

'The narrative was simple and delightful.'  
'Quite marvellous! Congratulations to all involved. Makes me want to get a bone health assessment at my local hospital.'  
'Very informative with fun narrative.....well done, Team'

Further work to evaluate the effectiveness of the animation is underway. We will also continue to work with the NOS to find ways to promote the animation locally.

Treatments must be taken consistently and appropriately over many years to be effective. However, many patients who are given oral treatments find them difficult to take, and stop taking them. We hope to examine the number of patients confirming adherence to anti-osteoporosis medication at 12 months. This would give some indication of the impact of the animation and how many patients understand the importance of continuing to take treatments when they are prescribed.

## Contact Details

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