Cardiac Rehabilitation Enrollment/Adherence Strategy

**Use of Video**

<table>
<thead>
<tr>
<th>Characteristic</th>
<th>Content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition/Description</strong></td>
<td>The use of a cardiac rehabilitation video as a marketing tool for patients and families to enhance participation in cardiac rehab.</td>
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| **Key Terms/abbreviations**    | CR= cardiac rehabilitation  
CV= cardiac video                                                                  |
| **Background and Purpose**     | Patients are encouraged by physicians and medical personnel to participate in cardiac rehabilitation after discharge from the hospital. Yet, many of these patients lack knowledge of the services and benefits of participation. A video can break down the knowledge deficit by outlining location, a typical day, and benefits on mortality, morbidity, and quality of life. |
| **Relevant Metric (if applicable)** | Tracking of enrolled patients who acknowledge previously viewing the video.                                                                 |
| **Process Description/Processes Impacted** | Identify the information that needs included in video  
  - Location/s of program  
  - Components of program  
    - Exercise  
    - Education  
    - Monitoring  
    - Communication with medical team  
    - Lifestyle modification  
    - Individualized program that is directed by the patient  
  - Benefits of attending cardiac rehab on mortality, morbidity, and quality of life.  
  - Professional(s) that can "sell" the program. This can either be the staff that the patient will engage with or the Medical Director.  
  - Typical day and attendance expectations  
Ways in which the video can be made accessible  
  - YouTube  
  - Hospital education channel  
  - Hospital website  
  - Disk |
| **Key People/**               | Marketing                                                                                                                                |
| Departments to Engage     | • Patient Education  
|                         | • Media Services  
|                         | • Cardiac rehabilitation staff  
|                         | • Current patients  |
| Needed Data Sources (if any) |                       |
| Cost Concerns           | The cost of creating a video depends on the services that are available to you within your institution. For services outside of your institution, anticipated cost of the video production is about $4,000-6,000. The cost of reproducing the video onto a disk is minimal. Depending if contracting with a media specialist or a department of your organization. |
| Timeline                | The time necessary to create a video depends on the number of people involved in your production and the number of locations that will need to be videoed. |
| Supporting Material     |                       |