

Cardiac Rehabilitation Enrollment Strategy
 Use of Video

Subject	Content
Definition/Description	The use of a cardiac rehabilitation video as an engagement tool for patients and families to enhance participation in cardiac rehabilitation.
Key Terms/ Abbreviations	<ul style="list-style-type: none"> • CR = cardiac rehabilitation
Background and Purpose	Patients are encouraged by physicians and medical personnel to participate in CR 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(s)	Tracking of enrolled patients who acknowledge previously viewing the video.
Process Description/ Processes Impacted	<ol style="list-style-type: none"> 1. Identify the information that needs included in video: <ul style="list-style-type: none"> • Location/s of program • Components of program <ul style="list-style-type: none"> ○ Exercise ○ Education ○ Monitoring ○ Communication with medical team ○ Lifestyle modification ○ Individualized program that is directed by the patient • Benefits of attending CR 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 2. Ways in which the video can be made accessible: <ul style="list-style-type: none"> • YouTube • Hospital education channel • Hospital website • Disk 3. If your institution does not have the resources to create its own video, consider using content from existing videos about CR services and the benefits they provide to supplement the program-specific information provided. See supporting info.

Key People/ Departments to Engage	<ul style="list-style-type: none"> • Marketing • Patient Education • Media Services • Cardiac Rehabilitation Staff • Current patients
Data Sources	Not applicable.
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.
Timeline	The time necessary to create a video depends on the number of people involved in your production and the number of locations where the recording is taking place.
Supporting Material	<p>Examples of CR program videos:</p> <ul style="list-style-type: none"> • Home Health Quality Insights Cardiac Rehab YouTube Playlist https://www.youtube.com/playlist?list=PLi87PcUf7LcMjAaYg_sbT8-vQZfzYKaE3 • St. Mary's Hospital Cardiac Rehab Program https://www.youtube.com/watch?v=famkb_dtAF0 • Cardiac Rehab at Johns Hopkins Medicine https://www.youtube.com/watch?v=0wUCaezMcp8
References	<ol style="list-style-type: none"> 1. Pack QR, Johnson LL, Barr LM, et al. Improving cardiac rehabilitation attendance and completion through quality improvement activities and a motivational program. <i>J Cardiopulm Rehabil Prev.</i> 2013;33(3):153-9.

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