

RESEARCH SCHOLAR PROGRAM 2017
SUPERVISOR/PROJECT INFORMATION FORM



Due on or before **October 21 2016**. Forms received after this date will not be posted on the website.

SUPERVISOR INFORMATION

Supervisor Name: Robert Reid

Mailing Address: 6th floor Clinical Administration Building, 100 Queensway West, Mississauga Ontario

Telephone Number: (905) 848-7580 x1625

Email Address: Robert.reid@trilliumhealthpartners.ca

Degree (MD, PhD, MD/PhD): MD, MPH, PhD

Academic Rank: Professor

Field of Research: Health Systems, Medical Communications

Graduate School Appointment (IMS, IHPME etc.): Professor, IHPME

Please note that you must be appointed to the SGS in order to be a supervisor in the Scholar Program

Research Institute Affiliation (if applicable): Chief Scientist, Institute for Better Health

Allocation of student contact time (# of hours per week you are available to the student for any concerns or to review progress): 2 hours/ week

Do you have a student that you have already agreed to work with? n/a

PROJECT INFORMATION

Project Title: Enabling Compassionate Care Through Storytelling: Better Understanding the Breadth and Reach of Online Patient Narratives

Project Description (max 500 words):

The aim of this research project is to understand what patient narrative content is currently being produced and how it is being used so that an accessible approach to using patient narratives can be developed in the future. The project involves developing a narrative content search and evaluation methodology and completing a comprehensive current state analysis of existing patient narrative content. We will develop metrics to assess the quality and effective reach of patient narratives. The main output of this research project is to create a compendium of existing video and written patient narratives that includes an analysis of content and metrics capturing their use and uptake.

The main project activities are:

- 1) Develop the methodology for a current state analysis: Using the research methodologies for systematic reviews and qualitative framework analysis as a base, the CREMS student will assist the team in developing and documenting a method with which to search, collect and analyze existing video patient narratives. Given the potential for finding a large volume of heterogeneous content, it will be necessary to impose certain search limitations. The methodology will include creating an expanded electronic search strategy for finding patient narratives across search engines, video sharing platforms, social media and film libraries. Inclusion and exclusion criteria will be defined. Data from each narrative will be extracted using a data extraction form and charted into a matrix. This form will include fields capturing descriptive data (ex. type of media, length), demographic data (ex. language, ethnicity, age), and clinical data (ex. type of illness, type of clinical encounter). How the narrative was produced, distributed and shared will also be charted. Metrics such as view count, shares and social media impressions/feedback will be extracted if available. Data will be thematically coded and analyzed.
- 2) Conduct the current state analysis: Preliminary insights will be highlighted - for example, lack of multilingual content or an abundance of cancer stories could be identified.
- 3) Knowledge translation and visualization: The findings of the current state analysis will be of use to the existing network of narrative medicine researchers, content producers, providers, communications groups and care organizations. In addition to publishing, a key part of this CREMS project will be to find ways to uniquely display the key findings of the current state analysis in the form of an electronic compendium, info-graphics and data visualizations to concisely communicate the breadth of narrative content and maximize the translation of relevant insights.

If human subjects are involved, has Ethics been obtained?

☐ YES

☐ NO

☐ Application Submitted

☒ N/A

Do you expect this work will be published within 20 months?

☒ YES

☐ NO

☐ Uncertain

Student's Roles / Responsibilities (Please be as specific as possible) Please indicate who will serve as the student's direct report. (PI, PDF, PhD student, technician etc...):

- Dr. Seema Marwaha, MD, MEd is the primary investigator for the above project and will serve as the student's direct supervisor. She will be who the student reports to. The student will also have access to the resources and expertise within the Institute for Better Health
- The student's major responsibilities will include:
 - Assisting in developing an electronic search strategy for multimedia medical content.
 - Helping to develop the search and evaluation protocol for multimedia medical narratives
 - Helping to execute to the search protocol
 - Collecting the data metrics from the multimedia content and chart it into a matrix
 - Assisting with thematic coding and analysis of chosen content
 - Aggregation major findings into a visualized compendium of content
 - Developing some creative data visualization and knowledge translation tools to communicate key findings