

Increasing Patient Awareness of Research Activity within Oxford University Hospitals

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Context (why)

- One of the high level objectives of the National Institute of Health Research (NIHR) is to **increase the number of research participants**
- **Recruitment is one of the biggest challenges** in research
- List of **studies** in the Trust **not easily found** (ouh.nhs.uk/research/)
- The Trust website only includes a small number of studies – **it's much more than this!**

Objective (what)

- To **give an outlet for research active departments** to advertise their current research available to patients
- Modify the webpage to:
 - Be more **visually appealing**
 - **Patient-friendly** categories (e.g., use of 'brain' rather than 'neurological')
 - **Simplify** how information is presented and searched for

Impact

- Short term:
- Increase site visit figures after implementing changes
- Longer term:
- Increase number of studies advertised on the web page
 - Increase recruitment figures

Main steps



Identify and engage with key stakeholders



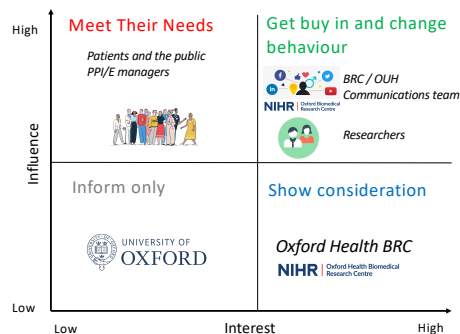
Confirm resources and expectations



Evaluating impact and outcomes



Stakeholders map



Contacted and organised meetings with:

- **PPI/E managers**
- **BRC/OUH Communications team**



Confirm resources and expectations

Patients and Public (via PPI/E Managers)

- Good to have information from multiple media
- Advertisement through healthcare professionals
- Patients open to opt-out
- Simple information and wording

Communications team

- Keen on project, would help their work too
- Asked to provide a summary of changes to discuss with people in charge of implementation
- Exchange of help: asked to provide feedback on BRC page for researchers

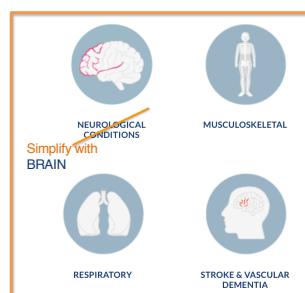


Impact and outcomes

- Narrowed goal (webpage layout) and evaluation metrics (site visit figures) during the project
- Proposed layout (**patient-friendly categories**) based on researchers experience and PPI input, with inspiration from a BRC website (<https://oxfordbrc.nihr.ac.uk/research-themes-overview/>)
- Delivered requested list of changes and feedback on researchers BRC web page
- Ready to take baseline figures before changes
- ...COVID-19 happened...

Future directions

- Follow up on implementing changes and evaluate metrics
- Advertise website with different media
- Involve researchers to actively contribute



Key Messages

1. **TEAM BUILDING** - Strong collaborative effort as a multidisciplinary team to a common goal
2. **COMMUNICATION** - Learnt through the programme how to approach and engage with stakeholders
3. **INNOVATION** - Improved at adapting project and team work to different personal and work situations

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