



Background

- Chronic Pancreatitis (CP) accounts for substantial patient morbidity, reduced quality of life, and significant health costs.
- However, reliable resources on patient education that address barriers to health literacy are limited.
- We evaluated APP as a CP patient education resource to help address patient knowledge gaps and reduce learning barriers for better health outcomes.

Methods

- Using visual formats of learning (animations, expert videos, slide shows), we monitored 10 years of website (WS) and YouTube (YT) audience metrics from September 2013 to June 2023.
- We evaluated the number of learners, visits, and duration on the APP website in the US and globally.
- We calculated total views for APP, top views, and views with the highest retention among CP animations and CP expert videos on WS and YT.

Results

- Overall, 2,897,438 unique visitors (US 59%; global 41%) participated in the APP CP learning modalities (total 5,161,258 views on WS and YT).
- Visitors included patients/family members (71%), healthcare providers (15%) and other.
- Visitors seeking top WS and YT animation information: 'Understanding Chronic Pancreatitis' – 1,606,458 visits; 'Role and Anatomy of Pancreas' – 1,257,701 visits; 'Understanding ERCP' – 681,102 visits.
- Top searched WS and YT viewed expert videos: 'Chronic pancreatitis: what foods and beverages to avoid' – 153,960; 'How will I know if I'm not absorbing nutrients well?' – 68,313; 'How can you keep the pancreas healthy?' – 61,998 views.

Results (Continued)

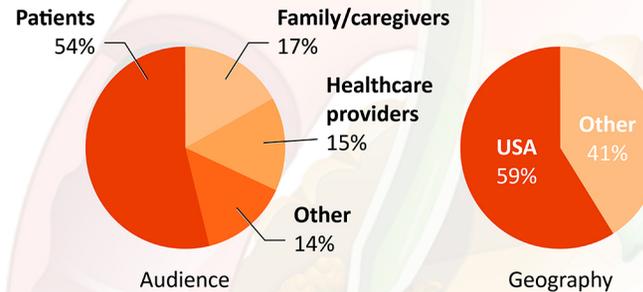
- Among visitors who took feedback survey, 94% reported 'better CP self-management skills' (n=5,954) and 91% reported 'discuss CP information with my doctor' (n=3,760).

Audience Reach and Demographics (September 2013 to June 2023)

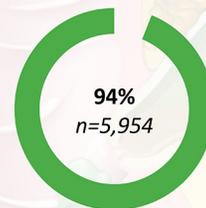
5,161,258 total APP CP views

2,897,438 total unique APP CP visitors

434,616 total healthcare providers



Patients Who Reported Commitment to Change



94% will use information learned to better self-manage chronic pancreatitis



91% plan to discuss chronic pancreatitis information learned with their doctor

Most Popular Chronic Pancreatitis Animations

Views

Understanding Chronic Pancreatitis	1,606,458
Role and Anatomy of Pancreas	1,257,701
Understanding ERCP	681,102

Most Popular Chronic Pancreatitis Videos

Views

Chronic pancreatitis: what foods and beverages to avoid	153,960
How will I know if I'm not absorbing nutrients well?	68,313
How can you keep the pancreas healthy?	61,998

Conclusion

- Education related to CP, based on visual formats of learning has vast potential to provide effective learning for patients and caregivers.
- Continued efforts should be made to provide and evaluate uptake of patient resources that address patient learning barriers, particularly those of health literacy which inform patients for better health outcomes.

References

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- Dahodwala M, Geransar R, Babion J, de Groot J, Sargious P. The impact of the use of video-based educational interventions on patient outcomes in hospital settings: A scoping review. *Patient Educ Couns*. 2018;101(12):2116-2124.

