

Understanding Pancreatic Cancer: National Pancreas Foundation's (NPF) Animated Pancreas Patient (APP): Informing Patients for Better Health Outcomes

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Background: Pancreatic cancer (PC) accounts for substantial morbidity, mortality and cost. However, knowledge on patient education and barriers to health literacy are limited. We evaluated APP as a patient education resource to help address patient gaps in understanding and to reduce learning barriers to make informed decisions and to attain optimal health outcomes.

Methods: Using visual formats of learning for patient education related to PC (animations, expert videos, slide shows), we monitored website (WS) and YouTube (YT) audience metrics and data from September 2013 to November 2016 (38 months). 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 among PC animations and PC expert videos, and PC expert videos with the highest retention on WS and YT.

Results: Total: 213,115 views (US 141,037; other 72,078) were viewed by over 100 countries on the APP WS. (63,973 visits; average 4.8 min/visit) and 774,616 views (US 301,501; other 473,115) in over 100 countries on YT during the study period. 52.6% were patients, 17.6% were family/other; 14.6% were health care providers. 64.3% were US views. Audiences seeking information were interested in "Pancreatic Cancer: Signs, Symptoms and Risk Factors", "Pancreatic Cancer: Treatment and Outcomes", "Pancreatic Cancer: Pathophysiology, Diagnosis and Staging", and "Understanding Clinical Trials" with 7408, 5546, 4546, and 178 views respectively on YT and 4040, 3054, 1912, and 272 views on the WS respectively.

Conclusion: Education related to PC, based on visual formats of learning has vast potential to provide effective learning for patients and caregivers. Continued efforts should be made to provide patient resources that address patient learning barriers, particularly those of health literacy which educate and inform patients, in order to attain best possible health outcomes in PC.