

1. Project Title

Development of Genitourinary Medical Illustrations

2. Tumour groups and Hospitals involved

Genito-urinary Tumour Group – Peter MacCallum Cancer Centre, Royal Melbourne Hospital, St Vincent's Hospital, Western Hospital.

3. Project Manager and Project Sponsor

Project Manager – Joanne Moss
 Project Sponsor - Farshad Foroudi

4. Date of commencement and completion of project

1st February 2008

July 11th 2008

5. Abstract

Clinicians working in the WCMICS Genito-urinary tumour stream reported a gap in the availability of patient educational/informational materials. In particular there is good written material available in text format but a need for appropriate illustrations of both the urological system anatomy and procedures/treatments (surgical, medical and radiation) was identified. Images required related to Prostate, Bladder, Kidney, Testicular, and Penile cancers.

A review of available literature and websites was undertaken. The electronic illustrations available were considered expensive and not appropriate. Quotes were obtained from two Melbourne companies and the Royal Children's Hospital Educational Resource Centre where a Medical Graphic design/Illustrator was engaged to develop sixteen illustrations.

WCMICS Tumour Group members and Consumer representatives had input into the development of the illustrations. The final set of illustrations was provided to each site in high and low resolution on a CD. They can also be used in hard copy and loaded onto each hospital's Intranet site. The illustrations will be loaded onto the WCMICS website in the near future.

6. Introduction (background, purpose of the project)

Clinicians working in the WCMICS Genito-urinary tumour stream reported a gap in patient educational/informational materials that are currently available. They reported that there is good written material available in text format but identified a need for appropriate illustrations of both the urological system anatomy and procedures/treatments (surgical, medical and radiation). Images required related to Prostate, Bladder, Kidney, Testicular, and Penile cancers.

The project objectives were:

- To seek support from the broader WCMICS GU Tumour Group
- To identify and cost existing illustrations that are commercially available
- To identify and cost potential professionals or departments within WCMICS with skills and capacity to develop illustrations
- To identify and cost potential professionals or departments external to WCMICS with skills and capacity to develop illustrations
- To choose one of the above options to deliver the required illustrations in the required formats

This project was undertaken at four WCMICS Sites – Peter MacCallum Cancer Centre, Royal Melbourne Hospital, St Vincent's and Western Health, under the guidance and expertise of the GU Tumour Group members.

7. Methodology (please specify any changes from Project Plan provided in Interim Project Report)

A review of current patient informational/educational material was performed. This included written and electronic resources currently available. The findings of these two elements will be presented to the GU TG.

A medical Graphic Designer/Illustrator from the Educational Resource Centre at the Royal Children's Hospital was engaged to produce 16 illustrations for the following procedures:

1. TRUS Biopsy of Prostate
- 2a. Radical Prostatectomy
- 2b Laparoscopic Prostatectomy
- 2c Robotic Laparoscopic Prostatectomy
3. Radical Nephrectomy
4. Partial Nephrectomy
- 5a. Radical Cystectomy – Male
- 5b. Radical Cystectomy – Female
6. External Beam Radiation Therapy
7. Cystoscopy – rigid
- 8a. Cystoscopy – flexible male
- 8b. Cystoscopy – flexible female
9. High Dose Rate Brachytherapy
10. Permanent Seed Prostate Implant
11. Gold Seed implantation Prostate –
12. Radiotherapy to metastatic tumour

Draft versions of the illustrations were disseminated to WCMICS Tumour Group members and Consumer representatives for comment and input prior to the final version of the set of illustrations being completed.

The illustrations were provided in low and high resolution jpeg format on CD-rom to each site. They are able to be uploaded onto each organization's Intranet site and will be available on the WCMICS website in the near future. Copyright was obtained for the illustrations for WCMICS.

8. Project activities, findings, outcomes including evidence of achievement
(specify any information/tools developed and suitable/applicable for sharing across the WCMICS)

A set of 16 Urological illustrations was developed and disseminated to each WCMICS GU team.

9. Limitations/Deviations from Project Plans

Illustrations were not developed for Testicular and Penile cancers as the group determined that these were not a high priority.

10. Recommendations (include a description of how this project will be sustainable and transferable across other tumour streams and sites)

This project principles and methodology are transferrable to other Tumour Groups.

11. Implementation

Implementation of the illustrations is a two-staged process.

Stage 1. A CD-rom with low and high resolution Jpeg versions of 16 Urological illustrations was provided to each GU service on 11th July 2008. These are able to be uploaded onto each organization's Intranet, or used in other service specific ways with acknowledgment as to their source (eg – a sentence on intranet sites or patient information sheets worded as follows: "These illustrations were developed as part of a WCMICS Funded project involving GU clinicians")

Stage 2. The illustrations will be uploaded onto the WCMICS website in the near future.

12. Expenditure report

Budget item	Original forecast amount	Final amount spent	Comment
Total amount (pre GST)	\$5,857		The project was managed within budget.

13. Project Manager's signature

I declare that this report is a true and proper representation of the activities undertaken in this project...

14. Project Sponsor's signature

I fully endorse this report and its content...

15. Participating Hospitals Clinical Leads

I fully endorse this report and its content...

16. Appendix:

Project Plan -
Set of illustrations



Document Title:

WCMICS Project Proposal - Urology educational illustrations (Phase1)

Document Author(s):

Ms Joanne Moss - Project Officer/Dr Christopher Bain – Information Manager, WCMICS

Date of Last Revision: 6/05/2008

Document Purpose:

The purpose of this document is to outline the indicative costs related to a proposed project titled – **“Genito-urinary Patient Information with Illustrations in three options - printable paper handout, hospital intranet resource and placement on Genito-urinary section of WCMICS website”**

1. Background

Clinicians working in the Genito-urinary tumour stream have reported a gap in patient educational/informational materials that are currently available. They report that there is good written material available in text format but there is a need for appropriate illustrations of both the urological system anatomy and procedures/treatments (surgical, medical and radiation). Images are required related to Prostate, Bladder, Kidney, Testicular, and Penile cancers.

2. Objectives

- To seek support from the broader GU Tumour Group
- To identify and cost existing illustrations that are commercially available
- To identify and cost potential professionals or departments within WCMICS with skills and capacity to develop illustrations
- To identify and cost potential professionals or departments external to WCMICS with skills and capacity to develop illustrations

3. Scope

- This project will be undertaken at four WCMICS Sites – PMCC, RM, St Vincent’s and Western Health, under the guidance and expertise of the GU Tumour Group members

4. Methodology

- A review of current patient informational/educational material will be performed
- Discussions will be held with experts in the field to determine the best/most efficient approach (CCV, WCMICS hospital Patient Information Officers and Medical Illustration department staff, others as recommended)
- The findings of these two elements will be presented to the GU TG
- Recommendation from GU TG as best option will be progressed by WCMICS
- Develop costings for the project.

5. Background investigation into options

Background work has revealed four main options:

1. Digital three dimensional medical animations such as those produced by Blausen Pty Ltd and available through Virtual Cancer Centre website (hosted in Western Australia). These are thought not to be suitable for the Australian population.
2. Existing Web based diagrams such as those on the UK Royal College of Radiologists Virtual hospital Departments site may be useful to some degree (for education relating to CT scanning and RT equipment and staff roles) as a guide
3. The Royal Children's Hospital, Melbourne, has an Educational Resource Centre which employs Graphic Designers and a Medical Illustrator who could develop the diagrams and, if necessary develop brochure/sheet with both text and illustration.
4. Dr Levent Efe is a reputable Certified Medical Illustrator in Melbourne. His illustrations are used by colleges, journals, media and in medical textbooks. He would be able to produce illustrations in colour which could be used both electronically and in print form.

6. Deliverables

- Phase 1 – indicative costs and agreement from GU Tumour Group
- Phase 2 – development of medical illustrations/diagrams relevant to Urological anatomy and key procedures/treatments with capacity to be used as in three ways, as printable version, as a resource on each hospital intranet or local OP computers and as a link on WCMICS website.
- Phase 3 – project report and learnings.

7. Timelines

- In broad terms the project will run over the next 6 months
 - **Phase 1 – Feb -March 2008**- will include research into options and presentation to GU TG
 - **Phase 2 – April – June 2008** - will include the development of the information
 - **Phase 3 – July 2008** will allow for production of project report, including learnings which may be transferable to other Tumour Groups.

8. Resourcing

- It is expected that the WCMICS will provide project management and documentation support
- It is expected that if an external entity (for example – RCH Medical Illustration Department) could be engaged to undertake the illustrations, WCMICS staff will coordinate this work.
- An application be made for funding through the WCMICS supportive care round of funding, once the budget is finalised.

9. Sustainability and Transferability

- Maintenance and keeping this information up-to-date could be achieved through the GU TG. New illustrations may need to be sourced when new clinical techniques developed
- There is high potential for transfer to other Tumour Groups, where there is a need for similar patient informational material.

10. Illustrations required

The following is a list of the required illustrations:

1. TRUS Biopsy of Prostate
2. Radical Prostatectomy
 - 2a Open
 - 2b Laproscopic
 - 2c Robotic Laproscopic
3. Radical Nephrectomy
 - 3a
 - 3b Radical Cystectomy
 - 3c External Beam Radiation Therapy
4. Cystoscopy
5. Radical cystectomy
6. High Dose Rate Brachytherapy
7. Permanent Seed Prostate Implant
8. Gold Seed implantation into Prostate - it is basically the TRUS diagram but instead of tissue being removed there is gold seeds implanted
9. Radiotherapy to metastatic tumour (basically a picture of a bone (e.g. femur) with a tumour in it and Radiotherapy beam to it.