Why videos?

When the Knowledge for Healthcare framework launched, Imperial's NHS Group analysed its current service offer and created a plan in response, with recommendations of ways we could start practically incorporating KFH into our practice. One identified “quick win” was to investigate the use of recently purchased screen casting software Camtasia in turning KFH's vision into reality.

We all turn to Google and YouTube when we want to be “shown” how to do something but lack an expert on hand. Unfortunately, as information and knowledge experts we are not always as available or convenient as we would like for our busy NHS users.

Online video is one response to the flexible and active “just-in-time” and “just-for-me” services urged in KFH, allowing us to give targeted support wherever and whenever our users need us, even from the smartphone in their pocket in the middle of a night shift. Our videos have been an innovative and creative way to encapsulate and enact the secondary drivers of KFH’s proactive customer-focused services goal.

What are they?

So far we have created a growing suite of bite-sized videos supporting users with their OpenAthens accounts. These step by step demonstrations and guides utilise both screen capture and narration and include:

- Managing personal details and email preferences
- Changing Trusts
- Accessing the BNF apps
- Logging into the Oxford Medicine Online Collection

A far more ambitious project was recently completed. The 5 minute long “Welcome to the Medical Library” video is an introduction for NHS users, combining screen capture and PowerPoint slides with voiceovers and some lucky staff in straight to camera pieces. All our videos can be found on our website and YouTube.

How to make them?

Script - start by defining precisely what it is you need to say, then how to say it as succinctly as you can. The ideal “how to” video should be short and easily digestible.

Visual - what do you want to show? A presentation or demonstration? Make sure what you're showing on the screen matches your narration. If you're doing a demo, rehearse first to make sure you're confident with the procedure.

Record & Edit - you’ll need screen recorder software which records both the audio and the visual. If you plan on appearing yourself you’ll need a camera or webcam. Stitch all your content together using a video editing application. Camtasia conveniently handles both.

Publish - get your video up on YouTube or similar, allowing anyone to see it. Also embed it on the appropriate pages of your own website to help market and support your service.

What’s next?

More - we plan to create more videos detailing common resource access queries, to make sometimes complicated procedures easy to follow and replicate.

Different - users often need ‘refreshers’ months or years after training, so bite-sized videos on database searching and critical appraisal would be ideal stop-gaps between face-to-face learning.

Interactive - online learning opportunities such as quizzes to evaluate understanding? ‘Branching’ linked videos that change topic and focus depending on the user’s input and preference? We want to engage and challenge learners rather than simply talk at them.

Spit & polish - with time, we hope to make our content sleeker and more eye-catching.

Integration - sharing and curating our content across multiple platforms to reach wider audiences like time-sensitive micro-video updates through Instagram or Snapchat. We want to be present in the spaces and communities users are already in.

Live - NHS staff are time-poor but expectations are high for their CPD. Using video to archive or live-stream teaching would make it more accessible to all.

