

# Tailored Interactive 3D Animation for NMICB patients

In 2020 the law 'informed consent' is renewed, with the aim to strengthen the patient's position in the field of shared health decision making. Research showed that patients only recall 20% of the information provided by their medical specialist. Therefore other information materials are offered as folders, to ensure the patient can comprehend the other 80% of health information. Nevertheless, these materials do not satisfy all patient's needs concerning health information preferences.



## Target group and treatment

In this project a tailored interactive 3D animation is designed for non-muscle invasive bladder cancer patients of the Franciscus Gasthuis & Vlietland. The average age of bladder cancer patients is 60-80 years. These patients follow the treatment trajectory, transurethral resection of the bladder (TUR-B). The TUR-B patient journey consists of seven phases.



## Tailored interactive 3D animation

A tailored interactive 3D animation prototype is developed to better meet the NMICB patients' needs concerning health information. Therefore the target group is researched and divided over four patient profiles. This online folder allows patients within these profiles to access tailored, understandable and validated health information at any time during the treatment trajectory. It will help to reduce the patient's anxiety and uncertainty and better prepare them for the surgery.

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