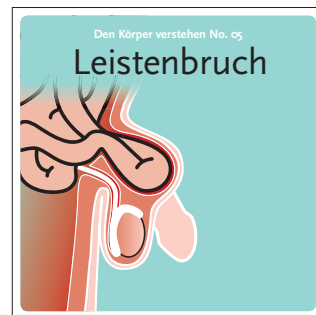




**POCKETDOKTOR**

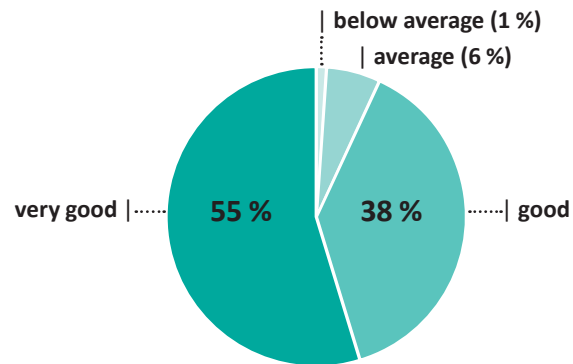
Evaluation of a new concept of patient information booklets  
among 100 patients at the department of surgery at the University  
Hospital Basel in Switzerland

To improve the information, knowlege and understanding of patients we at Pocketdoktor invented a new educational concept. By combining text, illustration and a unique format these medical books are disease specific and attractive to read. To evaluate and improve the Pocketdoktor concept we conducted a pilot study in the surgical department at the University Hospital in Basel, Switzerland. In February 2012 we designed five books: Diverticular Disease, Inguinal Hernia, Colon Cancer, Gallstones and Appendicitis.

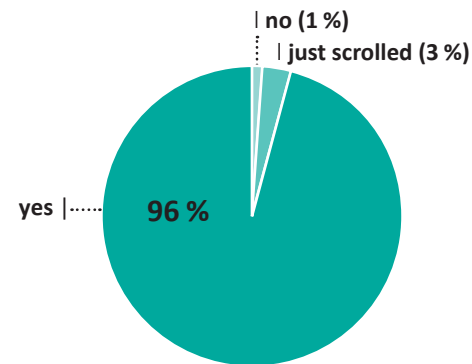


The books were handed to 100 patients before surgery. After recovering from the surgery they were asked to rate the books using a short questionnaire. The results confirmed our concept and exceeded our expectations. Not only were patients satisfied but relatives and hospital staff as well. „Very good“ reflects the best possible grade on our questionnaire in accordance with Swiss ranking systems. For example 96% of the patients rated the illustrations very good and good. The informative content was rated 96% with very good and good. 100% of the patients thought that the book improved the patient’s knowledge about the underlying disease.

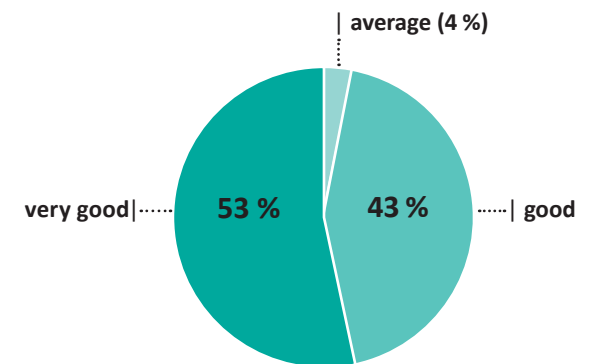
1. Can you rate the cover design?



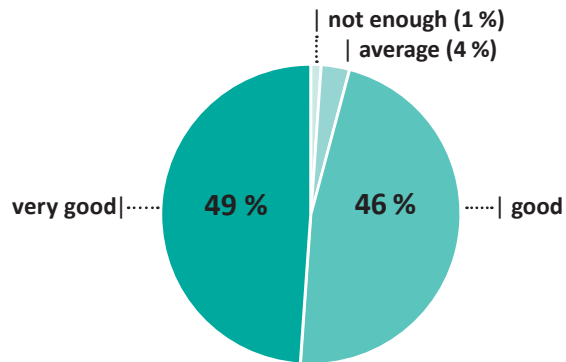
2. Have you read the book?



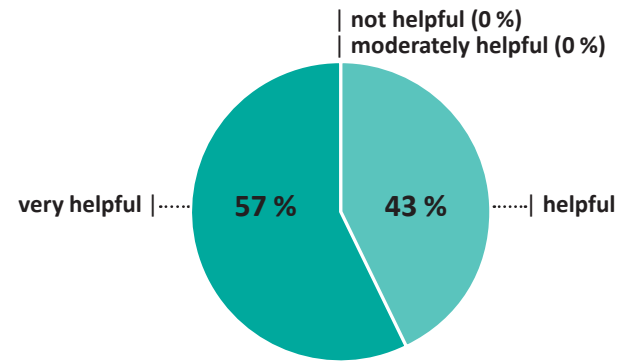
3. How would you rate the illustrations which depict the individual disease and organ function?



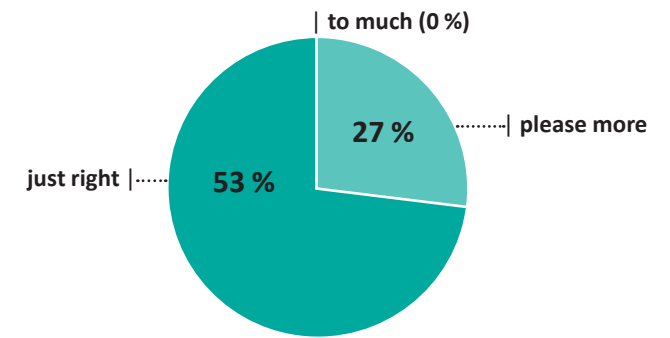
4. How would you rate the content?



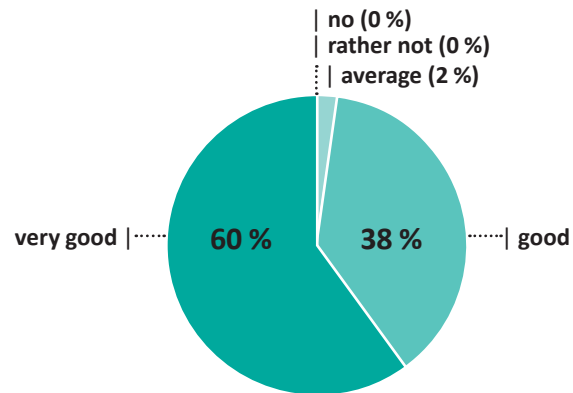
5. Do you think that this illustrated book brings a better understanding of the disease to the patient?



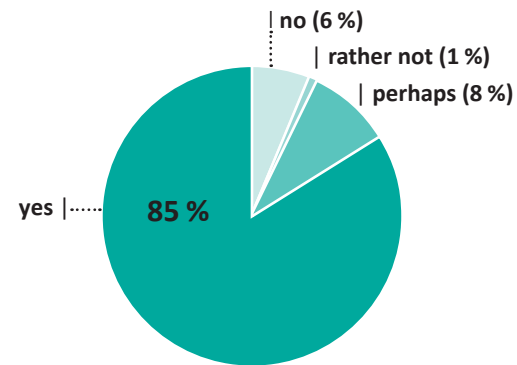
6. Would you like to have more information or do you think the provided information is enough?



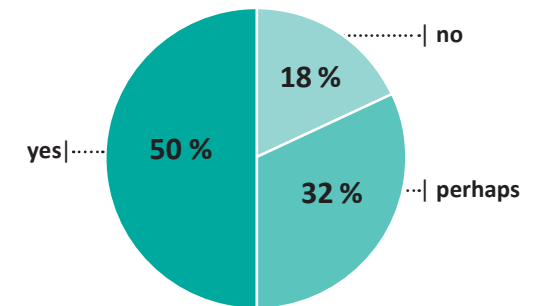
7. How would you rate the design feature of illustration and corresponding text?



8. Would you be interested to read about other diseases in this book format?



9. Would you purchase this book?



10. Does this book fit to the image of the University  
Hospital Basel?

