Impact of Informational Video on Lung Cancer Screening (LCS) Perception Among Rural Veterans
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Background
- Lung cancer is the leading cause of cancer related mortality in the United States.
- Rural populations have higher smoking rates, increased lung cancer incidence and per capita lung cancer mortality. Delays in diagnosis may play a role in increased mortality rates.
- There are significant geographic, transportation, and communication barriers for rural populations.
- The need for patient education in conjunction with the shortage of health educators, especially in rural settings, has led to the utilization of informational videos.

Research Objectives
- We conducted a pilot program to assess the impact of the informational video and the effect of telephone outreach on rural Veterans’ perception of LCS and their likelihood of engaging in LCS.

Methods
- The Veterans Health Administration Corporate Data Warehouse was cross-sectionally queried for Veterans who met USPSTF criteria for LCS from four northern Illinois rural VA clinics.
- Eligible Veterans were then given a pre-video survey to assess psychological state of readiness, perceived benefit of LCS against perceived barriers, and likelihood of performing LCS.
- Thereafter, they were sent an informational video and participated in a post-video survey.
- Outcome Metric(s): % of ordered and completed LDCT scans among eligible patients.
- Process Metric(s): survey results, # of patients who viewed the video.

Conclusions
- Our findings showed that viewing an educational video about LCS led to decreased perception of barriers to lung cancer screening.
- One hundred percent of patients who received the video and participated in the survey expressed interest in LCS, and the appropriate providers were contacted.
- The video did not affect their perception of Lung Cancer susceptibility and seriousness, or their perception of LCS benefits and self-efficacy.
- The project did however highlight the value of outreach in care coordination of rural populations.
- It also provided feedback on the video itself as a tool for LCS education in rural populations, with generally positive reviews.
- We plan to follow-up with the 20 eligible patients to assess how many have LCS ordered and completed.