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Dr Falk/Guts UK Awards 2023

SPR TRAINEE AUDIT/QUALITY IMPROVEMENT AWARD WINNER:

Dr Nadir Abbas

PROJECT:

Liverdojo.com 'Know your Liver': A patient education website and YouTube channel that aims to provide video information on liver related conditions in commonly spoken languages in the UK.



Dr Nadir Abbas is a specialist registrar and advanced hepatology trainee at the Liver Unit, Queen Elizabeth Hospital, University Hospital Birmingham NHS Trust. Dr Abbas is working on this collaborative project, which is expected to last 12 months between March 2023 and February 2024, alongside his clinical work.

Dr Abbas explains:

'Liver disease is on the rise, with 40 people dying from the condition every day in the UK. Around three-quarters of patients who will die from cirrhosis are currently unaware that they have liver disease.'

'Health literacy is fundamental to patient engagement, conversely low health literacy contributes to health inequalities and poorer health outcomes, especially in people of different race and educational attainment. Another key barrier to healthcare is limited English proficiency. Both these barriers are disproportionately high in the Black, Asian and Minority ethnic (BAME) communities.'

'Short videos (video brochures) can be highly effective as an information tool and learners have reported high levels of satisfaction with the brief and concise nature of education videos, as opposed to reading information. Digital platforms have a huge audience with two billion monthly active users on YouTube whilst similar projects in Canada and Australia have had great success in harnessing digital media to disseminate information on liver disease to a far wider audience than traditional leaflets.'

'Our project therefore aims to increase awareness of liver disease across UK communities, by developing a digital platform called liverdojo.com. This platform will host information videos on a wide range of liver health topics, translated and presented by native speakers, most of whom are medically trained, in some of the most commonly spoken languages in the UK. We will reach potential and current liver patients via a variety of methods

including patient groups, religious and community centres as well as targeted advertising.'

'Our aim is that Liverdojo.com will educate and empower both potential and diagnosed liver patients - and their families - to make their own informed health choices and, in the long term, reduce the cost burden on the NHS.'

'To monitor patient satisfaction and understanding of liver health before and after using Liverdojo.com, we will also provide online surveys. In the long term we would hope to gain endorsement for this service from bodies including the British Society of Gastroenterology (BSG) and British Association for the Study of the Liver (BASL).'

'I am excited to be working on this unique project and truly believe liverdojo.com has the potential to reduce the health inequality observed nationally with regards to liver health.'

Dr Abbas' Project Supervisor, Dr Neil Rajoriya, Consultant Transplant Physician at the Queen Elizabeth Hospital, Birmingham comments:

'Dr Nadir Abbas is an advanced hepatology trainee at the Birmingham liver unit, alongside undertaking his PhD in cholestatic liver diseases. His attributes include his clinical skills and an ability to work with the wider multi-disciplinary team. He has excellent oral and linguistic skills which enable him to communicate well with colleagues and patients.'

'Liver Dojo (liverdojo.com) will provide information and videos on liver disease in many languages catering for different ethnic populations in the UK and raising awareness of liver disease, with an overall aim to remove racial inequalities for knowledge and care in liver disease.'

Dr Abbas states:

'The Dr Falk Guts UK Award provides us with the perfect initial support we need to get this project up and running and I'm very grateful for this award.'

'With this partnership, we aim to move away from the out-dated, less relatable and non-environmentally friendly method of educating patients and instead reach out to the millions that have access to the internet for reliable information.'



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Together we *do more*.



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