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Title: Promotion of pulmonary rehabilitation through an online educational resource for patients and local multi-disciplinary network for healthcare professionals

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Body: Introduction Pulmonary rehabilitation (PR) is a key component of Chronic Obstructive Pulmonary Disease (COPD) management. It has a strong evidence base, is cost-effective and has high patient satisfaction scores. PR programmes in the UK, however, have poor attendance rates (60%) and high drop out (35%). Preliminary surveys of health workers, and patients who were referred but failed to attend PR, identified poor understanding of the purpose and content of PR. This study aimed to increase patients' and health workers' understanding of PR. Methods An educational film was produced and published on YouTube. Content was determined by consultation with patient focus groups. Unlike existing PR films, a patient's story illustrated PR without covering COPD or other treatments. In parallel, stakeholder analysis identified 20 local teams involved COPD patient care, representing health and social care, education, third sector and private business. An incentive network of stakeholders was formed to open communication, share resources and promote opportunistic discussion of PR. Results In 3 months the film has received over 500 viewings and feedback has highlighted its use as an adjunct to patient consultations. Education of stakeholders has altered pre-existing linear PR pathways to "point-of-contact" discussions by a wider range of professionals. Impact on referral and attendance rates is being monitored. Conclusion Use of an educational film and local multi-disciplinary network can successfully promote the benefits of PR to patients and healthcare workers with potential to increase referral rates and attendance once referred.