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Breaking the Silence in Immunotherapy : A Two-Cycled Podcast-led Quality Improvement Project for Immunotherapy Education

Effective patient education is critical for managing immune-related adverse events in immunotherapy, yet traditional leaflets often yield suboptimal understanding. This study evaluates the impact of a supplementary educational podcast on patient comprehension and experience in melanoma patients receiving immunotherapy. This prospective, two-cycle clinical audit first established a baseline with 33 melanoma patients using a leaflet-only approach. A second cohort of 30 patients then received the leaflet supplemented with a podcast accessible via a QR code. Data on comprehension, confidence, and satisfaction were collected via questionnaires from both cohorts for comparison. The initial leaflet-only approach resulted in low patient comprehension (64.7%), satisfaction (48.5%), and confidence in identifying side effects (39.4%). In contrast, the addition of the podcast significantly improved these metrics to 82.8%, 93.3%, and 93.3% respectively. Supplementing standard leaflets with an educational podcast is a highly effective, low-cost, and scalable digital health intervention that improves patient outcomes. The findings strongly support integrating on-demand audio resources into oncology care, with potential applicability across other cancer types and complex treatments.

Keywords

Immunotherapy, Patient Education, Digital Health, Podcast, Melanoma, Clinical Audit

Biography

Dr. Anjali Rajkumar is an Internal Medicine Trainee with NHS England. She has a specialty interest in oncology and has completed various research and quality improvement projects focusing on patient care and interventions in oncology. Dr. Rajkumar has a particular interest in patient education and engagement for individuals undergoing novel treatments like immunotherapy. Her work aims to bridge the gap between traditional patient care and accessible digital tools to empower patients and enhance clinical safety.