

Storyboarding and animatics



1. This is John, he is a 53-year-old steelworker from Sheffield.



2. He has been married to Cath for twenty-nine years ...



3. And he has two daughters, Jane, who lives in London, and Abigail, who is currently on a gap year and is travelling in South America.



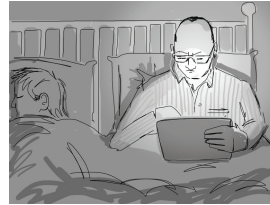
4. Recently, due to John's bad health through work and heavy smoking, he and Cath visited an Outreach clinic to talk through the idea of having a lung transplant at the Freeman Hospital.



5. They were given a very important card. It gave them access to information about the operation that they could access in their own time and at their own speed. Information that they might also want to discuss and share with other family members.



6. Once back at home, the card was put to use ...



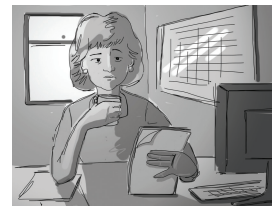
7. John was mainly interested in what previous patients had to say about the operation and what their lives had been like since. He was able to do this privately on his tablet device.



8. There were lots of interviews with different people who had experienced the operation, all of which gave a candid view of what it was like, the good points and the bad.



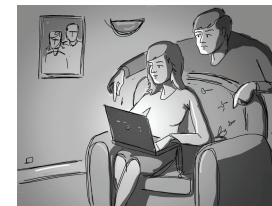
9. Cath printed out the information that she wanted at work and devoured it during her lunch breaks.



10. She was interested in the practicalities and the process: Where was the hospital? How long would it take? Where would they stay?



11. She also thought that it was important that their daughters were aware of what their Dad was undertaking, so she emailed them a link to the same information.



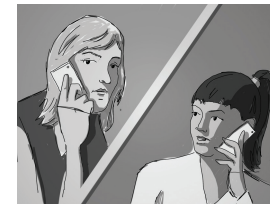
12. Jane, their eldest daughter, immediately went online via her laptop and, along with her partner, was able to get a good idea of what Dad had to go through and how they would all need to support him.



13. Even though Abigail was abroad, she was able to learn about the operation whenever she got a spare moment by using her mobile phone.



14. Cath organized a night where John's brother and his family came around. She was able to explain clearly John's operation via their smart TV.



15. The 'Freeman Information Hub' meant that the whole family were fully aware of John's illness and the decision that had to be made about the operation. This meant that they could all support him fully through his ordeal.



16. Then, a few days before John's assessment at the Freeman Hospital, he was emailed by Kirstie to check that he was fully informed. The email contained a short questionnaire which confirmed to Kirstie that John had read the relevant information and had understood it too. This meant that Kirstie, John and Cath were all fully prepared for the visit.



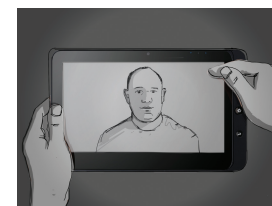
17. Because of all of the information that had been available to them, when John and Cath arrived at the hospital, it seemed friendly and familiar.



18. Even meeting the staff was a whole lot easier because they already felt as if they knew them from the online videos.



19. John was given an iPad for the duration of his stay so that he could refer back to the information hub at any time and also take notes.



20. John's lung transplant was a complete success. He now appears in a video on the 'Hub' telling his story, to help other patients in the future.