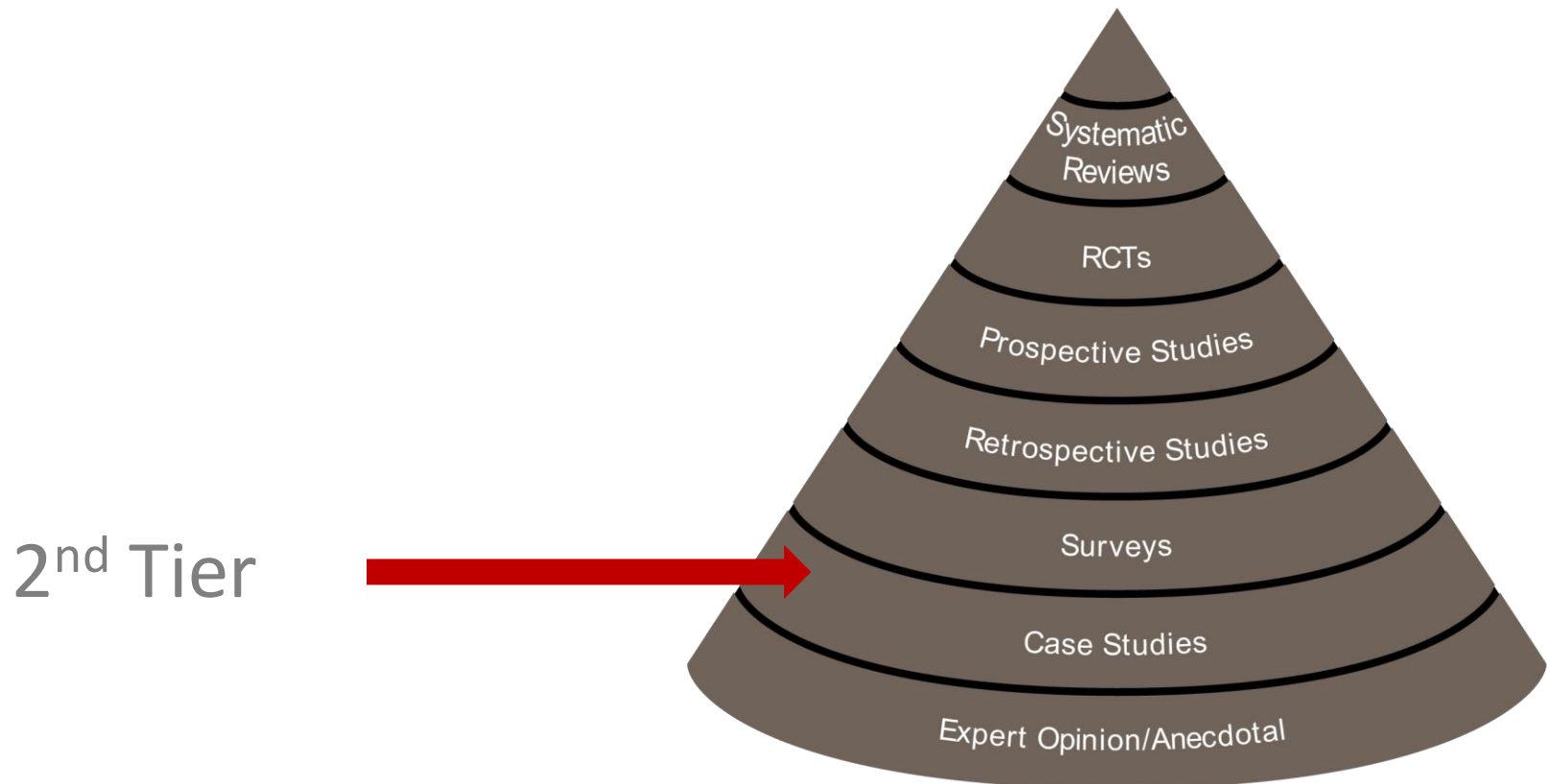




# How to Create the Perfect Case Study



# Clinical Evidence Hierarchy



# Case Studies

## Strengths

- Easy to collect
- Documents a patient outcome
- Pictures say a thousand words
- First step in building evidence

## Limitations

- Is a “cherry picked” outcome
- No control comparison
- May not be representative of typical experience






What tools do we have  
to help create the  
perfect case study?



# Case Study Guidelines

## Case Study Guidelines

Case studies are examples of good practice generated from a positive experience with impactful outcomes with a patient or a series of patients. Case studies must provide a sufficient level of detail so the reader can understand what was done, by whom and potentially be inspired to replicate a similar programme or intervention. Suggested word count between 800-1200 including supporting images where appropriate.



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**Introduction**

**Why is this case study important?**

- Sets the stage for the readers tell them about the case. It may be because there was an unusual challenge, a creative solution or an outcome that may be relevant to other health care providers. Limit this to a few concise meaningful sentences. Be sure to use superscript for your references.

**What are the aims and objectives?**

- What is one hoping to achieve? Cost reduction, patient satisfaction, increase QOL, increased knowledge?
- Can this be replicated by other nurses?

**Patient Background**

**What is the patient like?**

- Explain who the patient is (age and gender may be included but do not use dates or hospital name), the surgical procedure and the reason they have an ostomy.
- Include reason for clinical intervention and relevant past medical history as necessary. Other problems may be addressed here, such as skin creases or even previous skin barrier failure.
  - > Add incidence rates and supporting references where appropriate
  - > The patient should be de-identified as much possible. Avoid too many specifics and personal details. Any images require patient written consent.
  - > *EXAMPLE: JD, a 69 year old, presented with an advanced cancer that required him to undergo a course of chemotherapy & radiotherapy with formation of a loop colostomy. Due to this adjuvant therapy, his peristomal skin became sensitive.*
  - > *NOT: KJ, a 69 year old retired army general living in a local caravan park, had emergency surgery in January this year. The surgeon performed a loop colostomy on the 15th followed by a 2 week course of other therapies which resulted in damaged skin.*

**What is the problem(s)?**

- Has a clinical problem been identified? If so, what is the exact nature of the problem


**Actions**

**What intervention was taken?**

- Describe the plan of care that was developed for the patient. Be as specific as possible. The intervention should be named by its most common clinical name. Interventions should be based on best practices, so it's helpful to tell the readers the the rationale for decisions. Include any clinical guidelines as a reference when possible.

Description of case study (800-1200 words)

## Case study guidelines



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**Results**

**What happened following the intervention?**

- Explain the changes made to resolve the problem (i.e. switched to convexity or added an accessory).
- All photographs need to be clearly labelled. For example (baseline, two weeks post application, one month post application, etc.)
- Refer to the specific case and be careful not to make claims which cannot be substantiated. For example, a statement such as "The skin barrier healed the peristomal skin that was affected by chemotherapy /radiotherapy" is an assumption as there is no comparison statement.
- Aim to link back to the patient problem(s) and/or needs (physical, psychological, social, or spiritual/ existential/cultural).
- The clinical outcome needs to relate directly back to the original objective.
- > *EXAMPLE: The skin barrier formulation demonstrated a positive outcomes for Mr X's skin condition and stoma output.*

**Lessons Learned**

**What could have been done differently or what worked particularly well?**

This is an important section. Sometimes patient outcomes are not what was hoped for, however, it is important to share with the readers what could have been done differently. On the other hand, if there was a positive outcome, share the top two or three reasons that led to a successful case study.

- Was the objective achieved?
- Can the case study be replicated? The goal is to provide the reader with options in their clinical practice.

**Photos and Consent**

- Photographic imagery is strongly recommended for visual support to content. Poorly framed or blurred images may significantly detract from the quality of written content. Your local representative can provide you with hints and tips on how to capture the best images for case study inclusion. A medical illustrations department may also provide guidance on taking high resolution photography. Be sure no identifiable information appears in the photograph and ensure the patient signs the case study and photographic release form.

**References**

- If guidelines or other resources are used in developing a plan of action for the patient, please provide information about the source, such as the name of the article, journal, year of publication, and page numbers.

**Notes**

- Case studies often need a disclaimer: The following case study represents individual nurse/patient experiences. These are not meant to suggest all patients will share the same experience.
- All case studies used by Hollister will be reviewed by our clinical affairs, regulatory and legal teams for accuracy. Please be aware that revisions may be required.

Description of case study (800-1200 words)

For further information or assistance in creating a case study, please contact your local representative.



# Photography Guidelines

## Photography Guidelines

Photographic imagery in case studies is strongly recommended for visual support to content. Poorly framed or blurry images may significantly detract from the quality of written content. Below are some tips to make the best of camera-phone medical photography:

**⊖ Make sure the image is in focus!**

- Make sure the image of interest is crisp.
- Hold your camera very still while taking the photo.
- Don't hold the camera too close to the image.

**⊕ Frame the image where possible**

- Provides a reference for scale.
- A ruler allows the viewer to see the exact size.

**⊖ Manage distracting elements to make the image stand out**

- Remove ECG leads, oxygen tubing, jewellery and any clothing if irrelevant.
- Hide any patient identification markers (tattoo, etc.)

**⊕ Manage the lighting**

- Try to avoid using the camera phone flash.

**⊕ Provide a reference for scale**


- Think from the perspective of the viewer. *How big exactly is the problematic area?*
- Place a ruler to give the viewer an idea of size.

**⊖ Control the background**


- Ensure the image not overshadowed by a distracting background.
- Be careful to get everything out of the frame of view (curtain, bedrail, etc).

**⊖ Be your own worst critic**


- NEVER be satisfied with a mediocre image.
- Keep shooting until you get it right!




**Taking the perfect photograph**




✖



✔



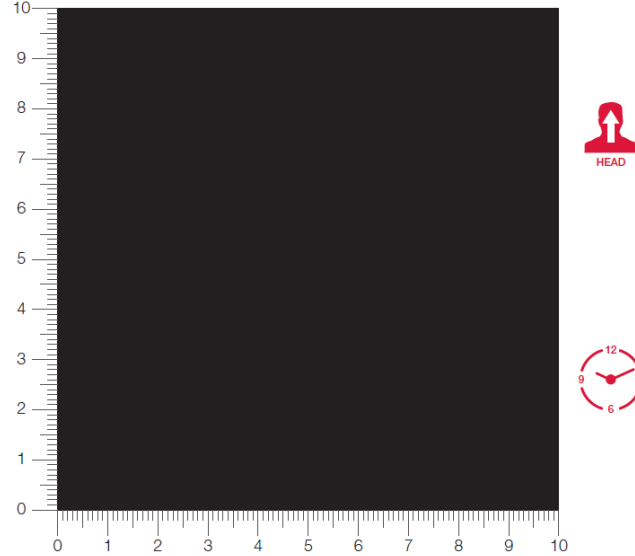
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✔

Tipas en fuld side til vindue

## Stoma photo frame



Excellence in Skin Health



6

# Consent Release Form

## Consent agreement and permanent release of rights

This Consent Agreement and Permanent Release of Rights (this "Agreement") is between the undersigned individual (the "Subject") and the undersigned nurse (the "Nurse").

1. Subject to Section 2 below, the Subject hereby irrevocably gives the Nurse and Hollister Incorporated, an Illinois corporation ("Hollister") the right and his/her permission to reproduce or otherwise use the Subject's quotations, audio recordings, and/or photographic images or likenesses (collectively, the "Material") for (i) health education purposes; including in connection with educational teaching and any research papers or case studies which the Nurse may prepare and (ii) commercial and other for-profit purposes, including marketing. The Subject understands that the Material may be used in conjunction with other photographs, drawings, videotape images, sound recordings, or other forms of illustration. The Subject further understands that the Nurse may provide her research findings or case studies, including the Material, to one or more institutions (including Hollister) which may publish (including electronically) the research findings, case studies, and/or Material. As a result, there is a chance that the Material may be seen or accessed by the general public worldwide. The Subject understands that no fee is payable to him/her by the Nurse, Hollister, or any other person, for use of the Material either now or at any time in the future.
2. The Nurse understands that the Subject's privacy is important and agrees that he/she shall not provide or disclose any of the Subject's identifying information (including name, hospital identification number, and photographic images or likenesses of the Subject's face) in any Materials to any third party (including Hollister) or use such information in any research papers or case studies that he/she is preparing.
3. The Subject confirms that the purpose for which the Material may be used has been explained to him/her in terms which he/she has understood. The Subject understands that refusal to consent will in no way affect his/her medical care.
4. This authorization is ongoing and without limitation or restriction to time.

### THE NURSE

Signature of the Nurse

Print Name

Address of Institution

Address of Institution (continued)

Business Telephone/Email Address

Date: / /

### THE SUBJECT

Signature of person granting consent (Subject, parent, or legal guardian)

Print Name

Address

Address (continued)

Telephone/Email Address

Date: / /

## Consent and Permanent Release Of Rights to Anonymous Data



I, \_\_\_\_\_ ("Individual") hereby irrevocably grant Hollister Incorporated, an Illinois corporation, and its subsidiaries, affiliates, and their employees and agents (collectively "Hollister") the right and permission to reproduce or otherwise use my quotations, statements and/or photographic images or likenesses (collectively, the "Data") world-wide in a manner that does not provide or disclose my personally identifying information (such as my name or images or likenesses of my face) for (i) Hollister's health education purposes, including in connection with educational teaching and any research papers or case studies which Hollister may prepare or have prepared, and (ii) Hollister's commercial and other for-profit purposes, including marketing. I understand that my Data may be used in conjunction with other photographs, drawings, videotape images, sound recordings or other forms of illustration. I understand that research findings or case studies, including my Data, may be published (including electronically) and, as a result, there is a chance that my Data may be seen or accessed by the general public worldwide. I represent and warrant that the Data is true and correct. I hereby relinquish all rights, title and interest, in and to any material that may be created or used in connection with my Data. I hereby waive any and all rights to payment or compensation, now and in the future, from Hollister for use of my Data as provided herein or for any material that may be created or used in connection with my Data. I hereby release and hold harmless Hollister from liability in the event my Data is used as provided herein.

This authorization is ongoing and without limitation or restriction to time.

### Individual

Signature of Individual (or parent or legal guardian if person is under age to legally contract).

Printed name of person granting consent

Address

City, State, Country

Date



# Case Study Development Process

