



## Nutrishare, Inc.

**E**stablished in 1991, Nutrishare, Inc. supplies Long Term Home Total Parenteral Nutrition (TPN) to 135 patients nationwide. From the beginning, the company set a goal to provide superior care and service to anyone needing Long Term Home TPN. The guiding principles were to make sure patients understood they were the most important part of the company and that they knew Nutrishare's nationally-recognized staff constantly improved its clinical and customer service expertise.



## The Challenge

In 2003, Nutrishare decided to expand its services to attract and retain 20 new patients by enhancing service, and building upon the company's reputation as an industry leader in the Home TPN field. To do this, Nutrishare decided to supply patients with a comprehensive education program. The challenge was to enhance consumer knowledge and promote the Nutrishare Family concept.

## The Solution

By conducting thorough research on Nutrishare's services and long-term TPN therapy, Design Media scripted and produced a five-minute, web-based, introductory video and a CD that acquaints new consumers to the company's high level of quality care. Consumer, pharmacist, and physician interviews along with location footage, introduce Nutrishare to potential consumers and other interested audiences. The Nutrishare Story is a compelling set of messages with emotional appeal that addresses the key concerns of potential consumers. The story is delivered via streaming video technology on the Nutrishare website. An additional DVD format allowed for its projection at the 12th Anniversary Nutrishare Consumer Education Conference.

Design Media also collaborated with Nutrishare to create a customizable learning system for the varied and specific needs of each consumer and is accessible on an as-needed basis through the Internet. Responding to a most urgent need for education that would help reduce patient infection rate, Design Media produced the Catheter Care Online Instruction Module. The module enhances consumer knowledge by employing on-screen text, graphics, and audio to provide a rich mix of information delivery that supports varied learning styles. Animations were also created to illustrate sequential tasks. This self-paced module is the prototype for all of Nutrishare's other web-based instructional modules involving, text, animation, audio, and testing.

## The Results

Nutrishare and its consumer patient base have enthusiastically received the video and online learning module. Nutrishare and Design Media plan to collaborate for the future development of additional learning modules that will further enhance the consumer's knowledge of their own TPN and healthcare issues.