BACKGROUND
Hospital environments have been criticized as inadequate for meeting needs of patients with dementia. There is a need to explore innovative ways to involve frontline staff to make practical and sustainable changes. Using videos to show compelling patient stories can be a powerful way for promoting frontline engagement in practice development.

AIM
To critically examine the perspectives of staff about how the use of videos and reflexive groups may contribute to the development of person-centred care in a medical unit.

METHODS
This study was part of Lillian Hung’s PhD dissertation, an action research, inquiring the processes and impacts of change in physical and social environments towards person-centred care in a medical unit at a large urban hospital in Canada. We used visual techniques including making videos with patients with dementia. Then video reflexive groups were conducted with staff (n=50), including nursing, physicians, and allied health staff to view videos and discuss possible ways to improve hospital dementia care.

The production of go-along videos offered a participant-driven, multi-sensory and co-created approach to capturing complexities of patient experience, while they were interacting with people and the hospital physical environment. The staff videos created a buzz to energize inter-disciplinary team involvement.

RESULTS
Five substantial themes emerged as important roles of the video reflexive groups in contributing to creating collective commitment and actions to develop person-centred care in the medical unit:
(a) seeing through patients’ eyes,
(b) seeing normal strange,
(c) seeing inside and between,
(d) seeing with others inspires actions,
(e) seeing team support builds a safe culture for learning.

CONCLUSION
Our findings suggest that videos and reflexive groups can be effective knowledge translation strategies for mobilizing person-centred care into practice in acute hospital wards. In this study, staff participants described visual methods brought a fresh and practical approach to practice development in acute care.