

3 ways videos can improve the patient experience

Using the telling power of video-based patient education

80%

of patients forget what clinicians tell them.¹



50%

of patients don't correctly understand the information they're given.¹

Patient education with video provides guidance both visually and audibly, helping increase patients' ability to understand the information they receive. By ensuring this clinical content is consistent and accurate, video education can also complement—and even strengthen—what you say to patients during their often-short visit on a wide range of topics.

Using videos, you can extend your care from the exam room to the living room—these three ways.

1.

Display patient education videos in the waiting room



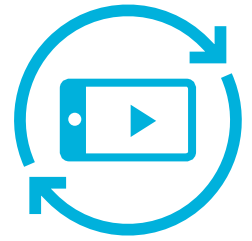
By putting video education in your waiting room, patients won't feel like they're just "waiting around" for their appointment. This educational yet entertaining method can improve the patient experience as well as reviews, as they take in material early and take out more than what they just learned verbally.

2.

Use videos before, during, and after care

With short videos, clinicians can supplement their personal discussions with patients on their procedure's risks, benefits, and alternatives. Videos can also engage patients by relatably taking them through their care journey, giving them techniques and other advice they can apply along the way, from how to manage their symptoms, to what they need to know about their treatment and how to adhere to their care plan.

Patients can also use the videos to acquire self-care skills, such as how to properly change their dressing, take their medication, or monitor their condition.



3.

Give patients anytime, anywhere access

Patients should be able to focus on their care, and patient education videos let them do just that. They can be sent through your patient portal or featured on your practice's website, so they can easily find them whenever they need to. This direct access cuts through confusion, so they can find their way through the information—processing it at their convenience, watching it with caregivers, and following it to better outcomes for everyone.



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Reference

1 Heath S. 4 patient education strategies that drive patient activation. Patient Engagement HIT. April 27, 2017. <https://patientengagementhit.com/news/4-patient-education-strategies-that-drive-patient-activation> <<https://patientengagementhit.com/news/4-patient-education-strategies-that-drive-patient-activation>> . Accessed August 14, 2019.