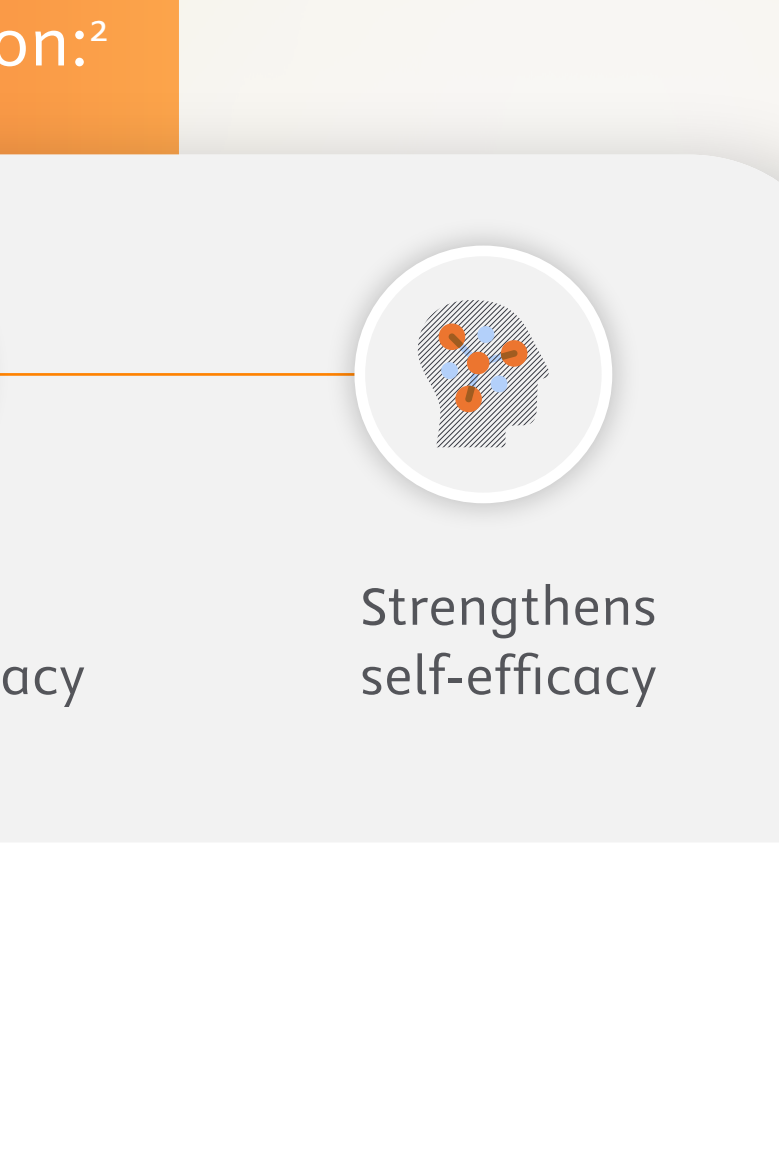


Educating patients through videos: A path to better health

Discover how integrating video-based education can improve patient understanding, compliance, satisfaction and overall health outcomes.

Effective education is one of the best ways to strengthen patient engagement for more positive outcomes.

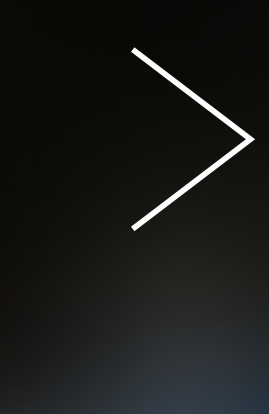
Since patients **only recall about half the information** discussed during a clinical visit¹, how can you continue supporting their health journeys?



Video-based patient education:²



Improves patient knowledge



Supports health literacy



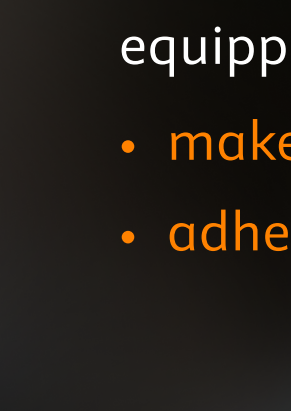
Strengthens self-efficacy

88%

of U.S. adults have inadequate health literacy.³

According to the *Journal of Medical Internet Research*, spoken animation is the best way to communicate complex health information to people with low health literacy.⁴

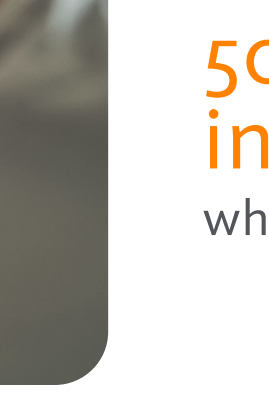
Learners retain information better when it is presented in a video format **compared to text with illustrations**.⁵



Videos cater to a wide range of learning styles and can:



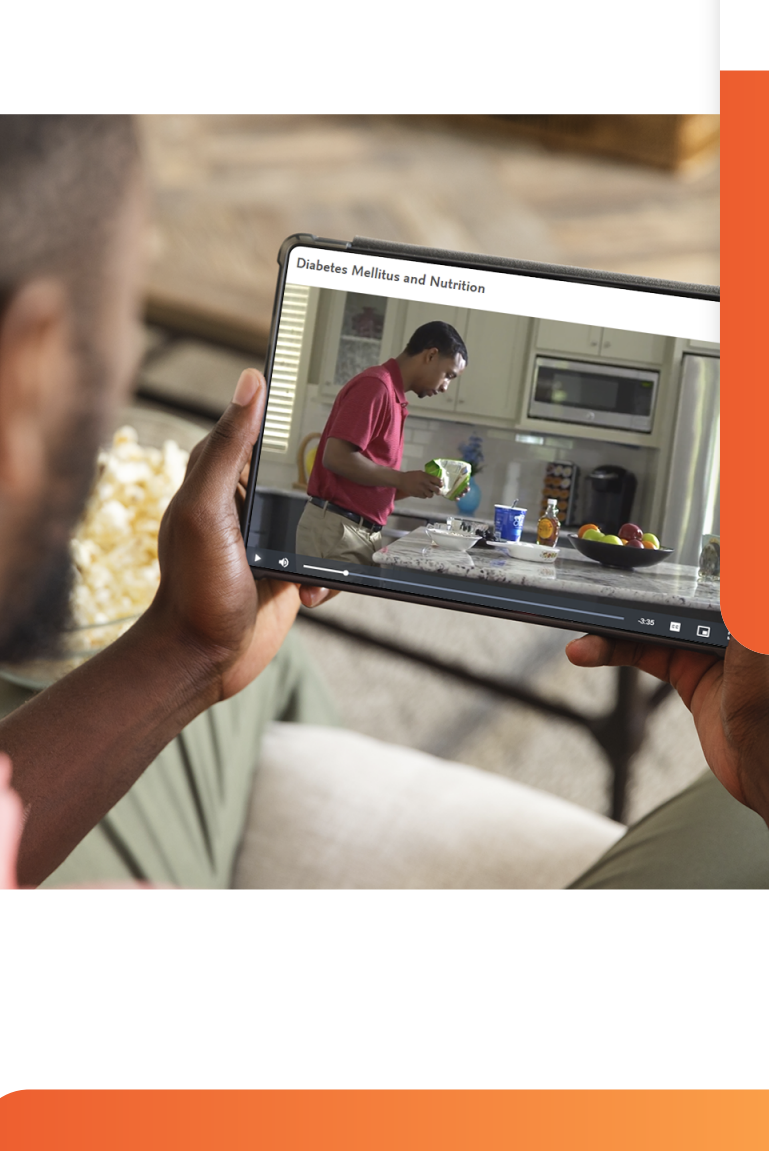
Simplify complex clinical concepts



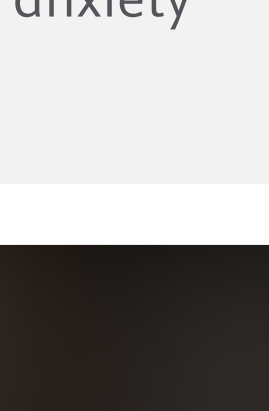
Hold patients' interest



Increase accessibility



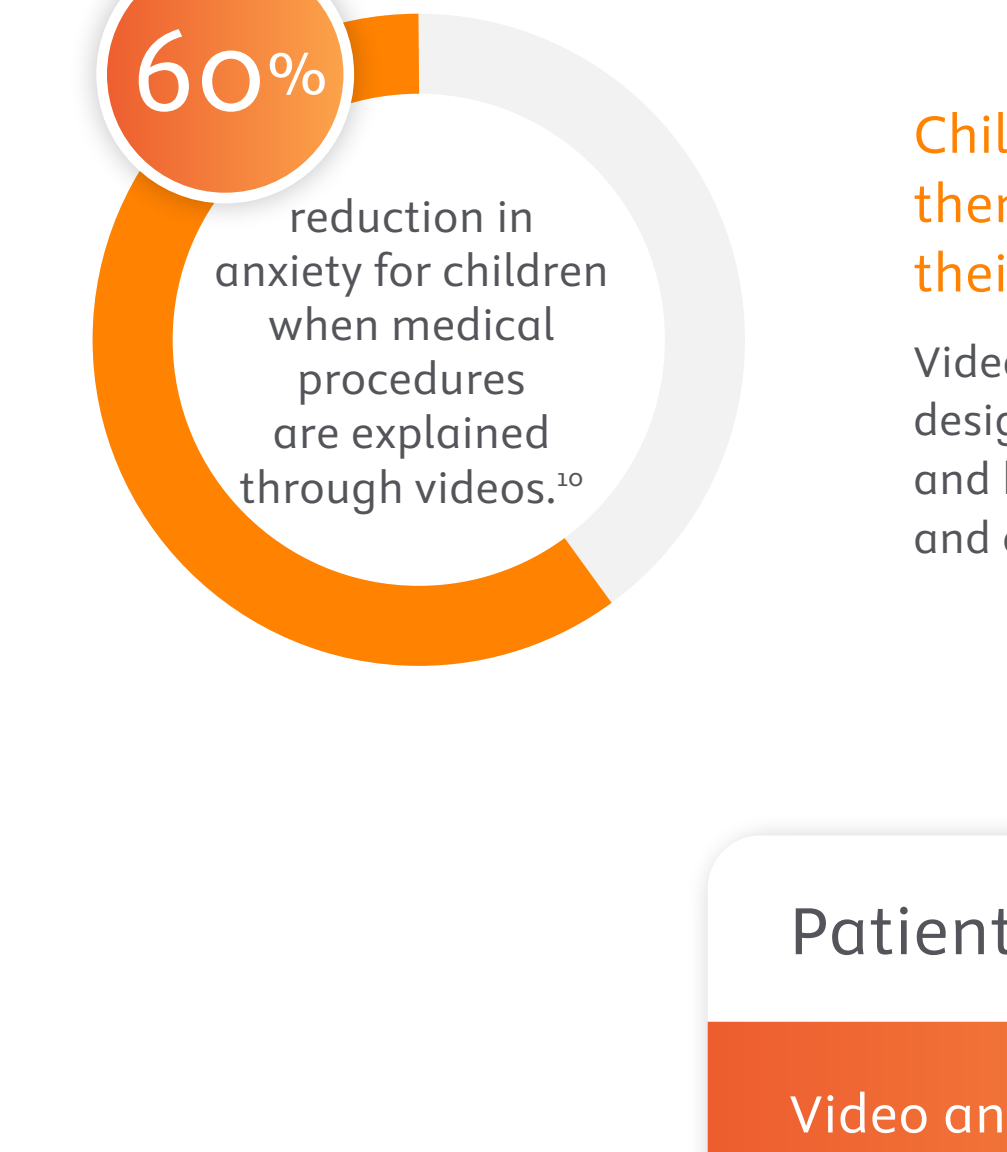
Patients with low literacy levels saw a **50% increase in comprehension** when using video-based education.⁶



Patients who understand their care are better equipped to:

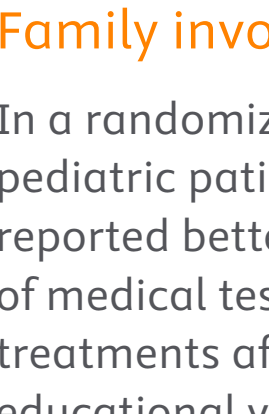
- make informed decisions about their health
- adhere to medication and treatment plans⁷

Patient scenario spotlight



Patients with diabetes who received video-based education demonstrated better knowledge about diabetes management, leading to improved blood glucose control.⁸

Studies show patient education videos:



Improve feelings of preparedness & help reduce anxiety



Strengthen self-management & patient satisfaction



Reduce readmissions & postoperative healthcare utilizations

For clinicians, video-assisted informed consent and patient education decreased nurses' working time and improved their satisfaction.⁹

Special focus: Pediatric patients

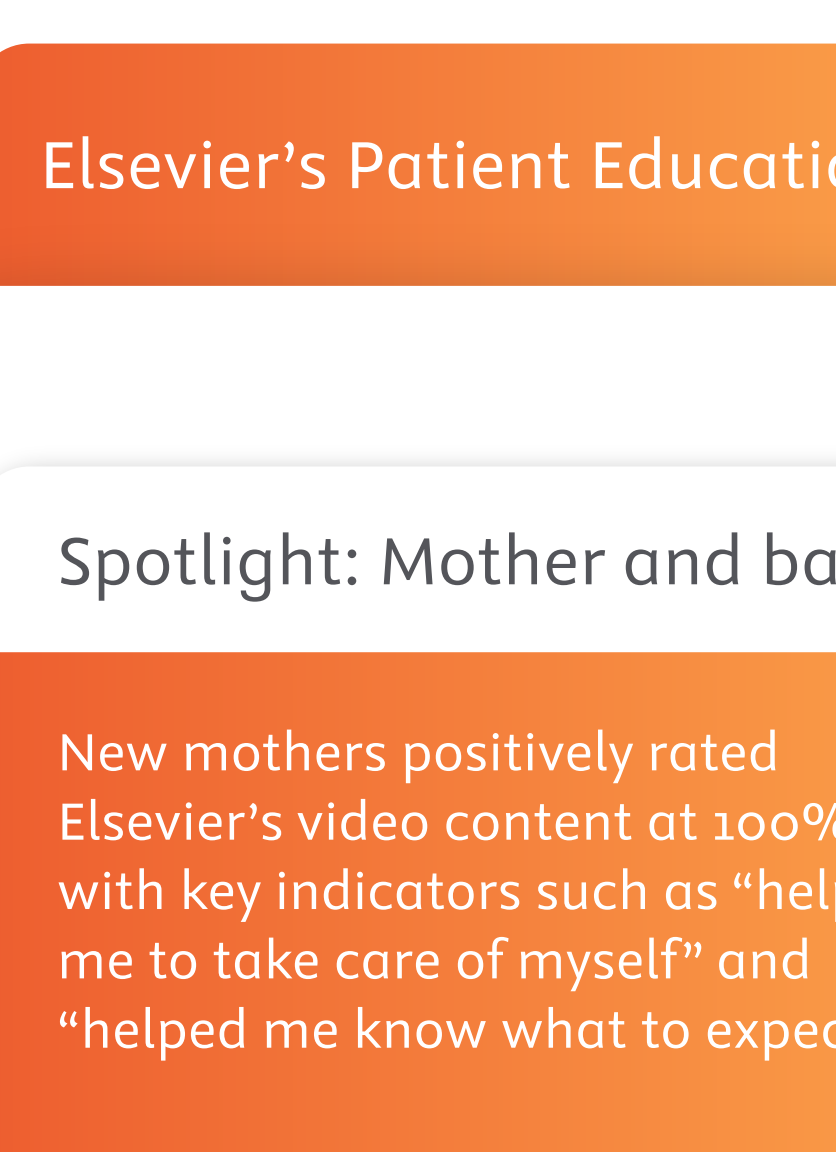
60%

reduction in anxiety for children when medical procedures are explained through videos.¹⁰

Child-friendly videos help them better understand their treatment

Videos that are specifically designed to engage children and help them to comprehend and comply with treatment.

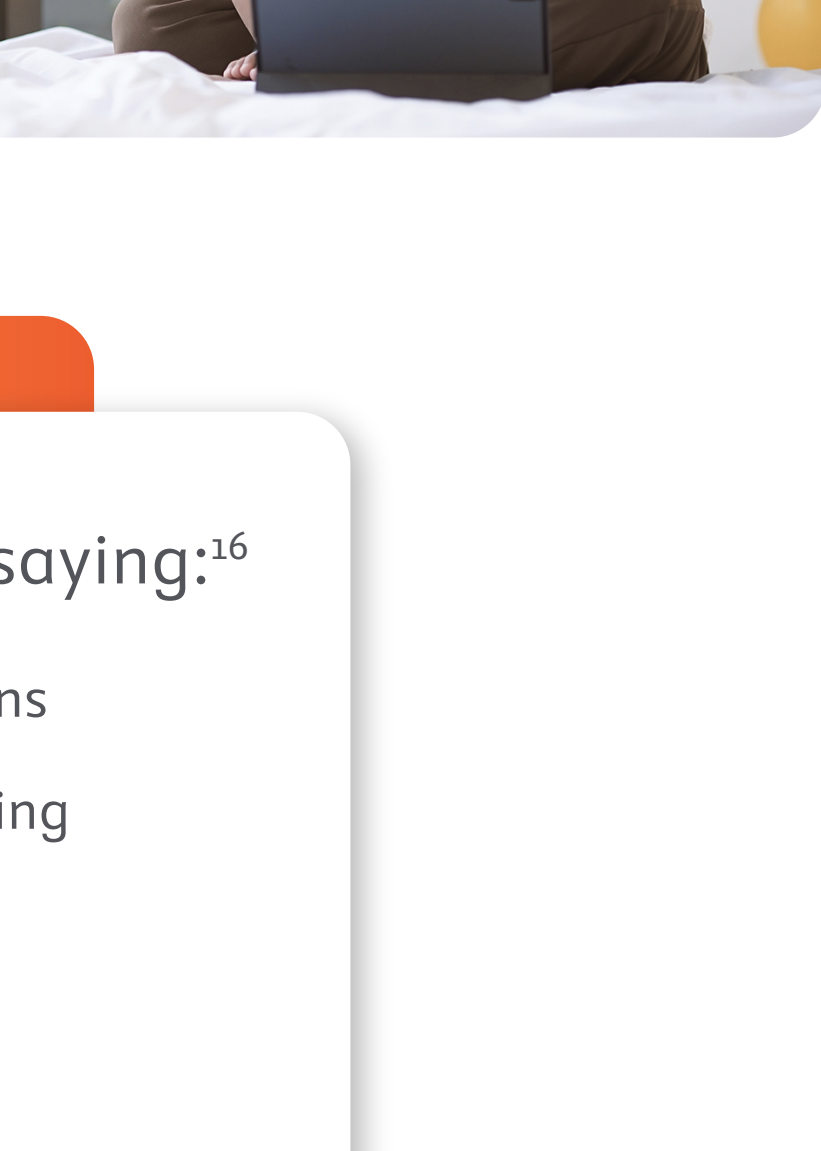
Patient scenario spotlight



Video animation on hand-washing skills in elementary school resulted in 43.3% knowledge increase and 65% skill increase.¹¹

Family involvement

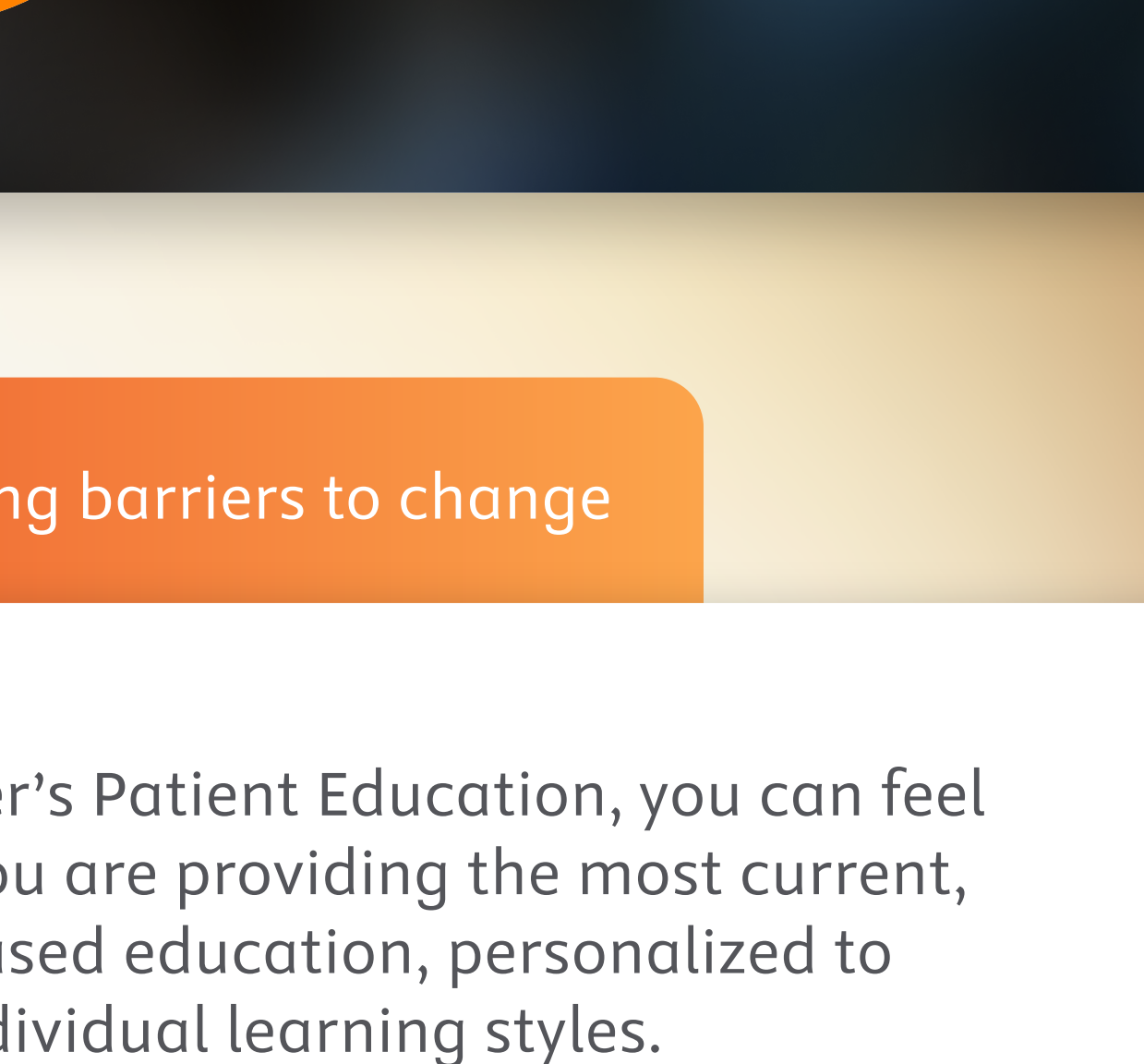
In a randomized trial, 71% of pediatric patients' caregivers reported better understanding of medical tests and treatments after watching educational videos.¹²



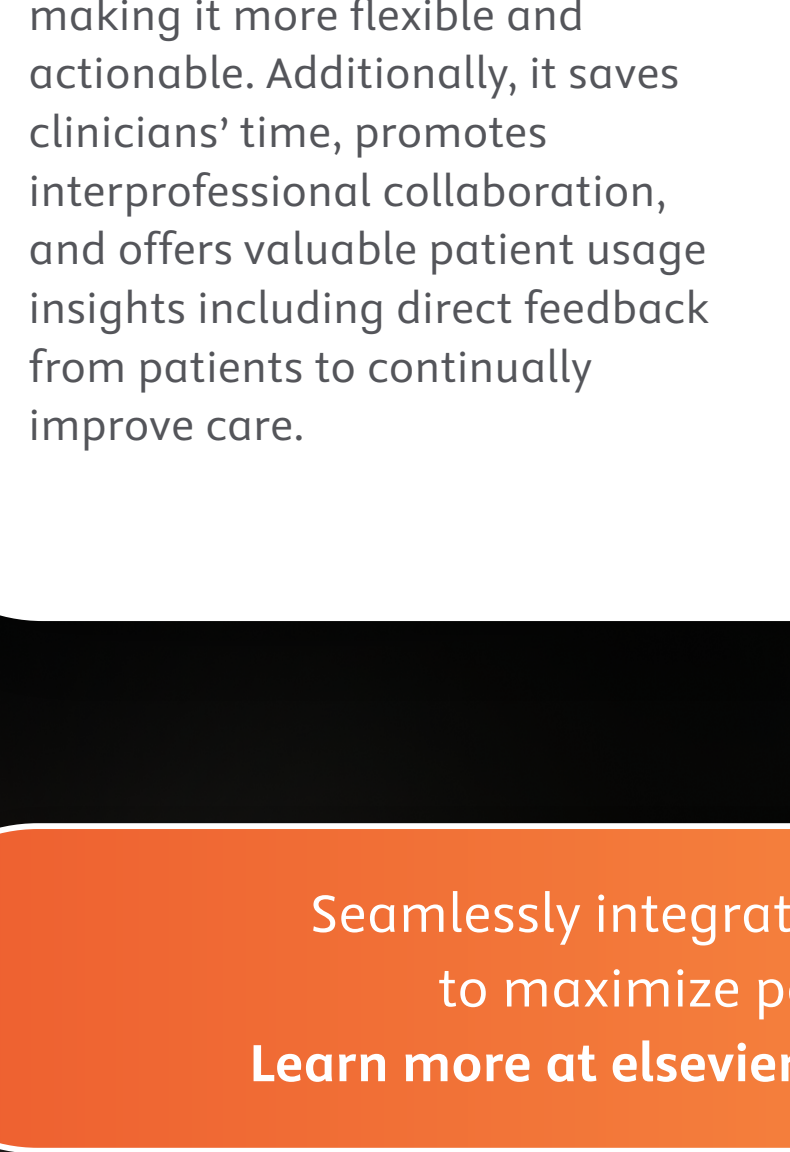
Research shows

animated video is highly effective for educating parents of pediatric patients

about the appropriate use of antibiotics in the emergency department setting and results in long-term knowledge retention.¹³



Diversity, equity and inclusion considerations



Culturally appropriate videos ensure better engagement and relevance for all patient demographics.

Challenging stereotypes

The majority of older adults (over 50) go online, particularly on YouTube, to acquire new knowledge.¹⁴

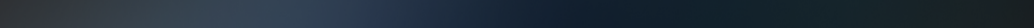
75%

of US adults ages 65 and older use the internet.¹⁵

Elsevier's Patient Education

Spotlight: Mother and baby

New mothers positively rated Elsevier's video content at 100% with key indicators such as "helped me to take care of myself" and "helped me know what to expect".



What patients are saying:¹⁶

- + Helped set expectations
- + Improved understanding
- + Supported personal health management
- + Encouraged action
- + Enhanced confidence
- + Strengthened knowledge

96% of Elsevier multimedia education was rated positively by patients, based on over 16,000 ratings from Elsevier's PatientPass User Feedback Report in the past year.

Overcoming barriers to change

With Elsevier's Patient Education, you can feel confident you are providing the most current, evidence-based education, personalized to patients' individual learning styles.

Elsevier's written and video content is authored in alignment, by the same editorial team, so the patient experience is complementary and cohesive. This gives clinicians the most flexibility to reach patients according to their preferences and learning styles.

Incorporating video education may require a cultural shift within your organization, as clinicians might not be accustomed to this method. However, recognizing the profound impact of video on patient outcomes can facilitate adoption. By integrating video education, you can enhance your patient experience strategy, making it more flexible and actionable. Additionally, it saves clinicians' time, promotes interprofessional collaboration, and offers valuable patient usage insights including direct feedback from patients to continually improve care.

Elsevier's Patient Education videos are available in 14 languages.

Seamlessly integrate video-based education to maximize patient care efficacy.

Learn more at elsevier.com/patient-engagement.

¹ Laves MB, Lee Y, Toubin T, Rogers WH, Wilson JB (2018) Factors associated with patient recall of key information in ambulatory specialty care visits: Results of an innovative methodology. *PLoS ONE* 13(12): e0203948. <https://doi.org/10.1371/journal.pone.0203948>

² A meta-analysis published in *Patient Education and Counseling* reviewed multiple studies and concluded that video education is more effective than traditional methods (like written pamphlets) in enhancing patient knowledge and adherence to medical instructions. Videos were particularly beneficial for patients with low health literacy. Reference: Wilson, E. A. H., et al. (2016). The effectiveness of video-based interventions in patient education and health behavior: A systematic review and meta-analysis. *Patient Education and Counseling*, 99(1), 6-16.

³ *Health Literacy in the United States: Enhancing Assessments and Reducing Disparities*. Kaiser Foundation, 2022.

⁴ The Effectiveness of Video-Based Health Promotion: A Systematic Review and Meta-Analysis | Authors: Roha Kim, Rachel Kim Wang, Wanyuan Yang | Journal: Patient Education and Counseling Publication Date: February 2024, Volume 129 | DOI: 10.1016/j.pedc.2023.101899

⁵ *J Med Internet Res*. 2022 and Ann Palliat Med. 2020

⁶ *Diabetes Care* | Diabetes Metab Res Rev. 2024; 40(4):e13722. doi: 10.1002/dmrr.3722. Epub 2023 Sep 20.

⁷ <https://pubmed.ncbi.nlm.nih.gov/39109293/>

⁸ Title: Effects of Video-Based Patient Education and Consultation on Unplanned Health Care Utilization and Early Recovery After Groin Artery Bypass Surgery (IMPROV-EP): Randomized Controlled Trial | Authors: Gita van Steenbergen, Dennis van Wageningen, Marcel van Leeuwen, Marcel Steering, Joost de Wilt, Ludo Polder | Journal: *Journal of Medical Internet Research* | Publication Date: August 26, 2022, Volume 24, Issue 8 | DOI: 10.2196/39109

⁹ Between YouTube® videos and health literacy with postoperative postoperative utilization following pediatric cardiac surgery: A randomized trial | Authors: Julie W. Cheng, Dimitris A. Christakis, Kathleen Kerran, Brett A. Nielsen, Nicolas Fernandez, Paul A. Hargreaves, Edward K. Chung, Margaret Shrivastava | Journal: *Journal of Pediatric Intensive Care* | Publication Date: April 2024, Volume 39, Issue 1 | DOI: 10.1177/1093181423119251 | PMID: 38702223

¹⁰ THE EFFECT OF EDUCATION USING VIDEO ANIMATION ON ELEMENTARY SCHOOL HAND WASHING SKILLS | Journal of Teaching & Education, Vol. 3 No. 1 2021

¹¹ Patient Educ Couns. 2021

¹² Animated Video vs Pamphlet: Comparing the Success of Educating Parents About Preterm Antibiotic Use. *Pediatrics* 2020;125:990-996; originally published online April 22, 2020

¹³ <https://www.elsevier.com/locate/ynfsys/technology/elsevier-media-devices/dartp-research-highlights-technology>

¹⁴ Pew Research Center. 2023. <https://www.pewresearch.org/internet-2023/>

¹⁵ Elsevier's PatientPass User Feedback Report