

Improving Patient Education with Medical Video

The era of plain text in medical educational materials is being surpassed by a new medium that allows people to take in and interact with presented information. If you want to improve educational programs and retention rates, video is an essential part of the plan. We explain why video is so important, especially in the field of medical videos and patient education.

The advent of Google and YouTube has spurred great strides in the feasibility of online video. Videos appear more frequently in search results, and people are starting to take notice of this enticing communication platform. The medium is more likely to draw the user in and keep their attention, so you can relay vital information to your viewer. Also, multiple senses are used to perceive the information, like eyes and ears, which help to increase the retention rate of the viewer. Visuals in the form of images, animations, and the effective use of color palettes also help to increase the amount and type of information that can be communicated quickly. And this will greatly increase the effectiveness of the educational material you are presenting.

There are many ways video is already being incorporated in medical technology. For example, there are many benefits to the use of video capsule endoscopy. A tiny, swallowable device, which includes a light source, an optical lens, a battery, and a transmitter, is ingested. The resulting video sends clearer pictures and helps identify more ailments that were previously more difficult to detect. The procedure is easy to perform, with few complications, and patient approved videos can then be used for further study, research, and in educational materials.

When surgical videos are incorporated in educational presentations, the experience can be much more informative and understandable by a variety of viewers. The viewer is better able to relate to the information being presented, and it's easier for the viewer to retain images, animations, and graphs, than plain text. Physicians are also able to communicate with patients in a more direct manner, and patients have a face to associate with a name or procedure.

Multiple uses for online medical videos have already been discovered, and many more creative ideas are being constructed each day. For example, video can be distributed via the web and customized to a specific website. Mobile phones are also able to play short video clips and images. Stand alone or networked video kiosks can be placed in settings like hospitals or clinics. Other video capable devices include iPods and touch screen displays.

There is no question video is being used more frequently in many research and educational pursuits, and the medical field is helping lead the way. So if you are a physician or medical professional looking to find new channels for distributing information, video is an enticing way to capture and express your procedures and materials. Also, patients can benefit from viewing and learning from these videos. So remember to include video as an essential part of the plan when bringing your profession to the cutting edge of technology.

The information you obtain from this article is not, nor is it intended to be, medical advice. You should consult a physician for individual advice regarding your own situation.

About the Author

MD Kiosk provides [abdominal hernia surgery videos](#), [CABG and open heart surgery videos](#), and many other health topic videos and physician certified information.

Source: <http://www.healthcrazed.com>