

When Words Fall Short, Animation Speaks Volumes in Patient Education

Animation is Outperforming Traditional Methods in Patient Comprehension and Retention. It's Time for Pharma and Advocacy Groups to Take Notice.

Introduction

For healthcare professionals, understanding complex medical information is intuitive. Patients, on the other hand, don't have the same luxury. They face an uphill battle trying to comprehend complex medical terms, best practices, and treatment plans. On top of that, there's a lot of misleading health information online that's easy to find and often seems trustworthy, even when it's not.

To make things harder, doctors often share important details with patients during stressful moments, which can leave patients feeling overwhelmed and unable to remember—even if they comprehend—what they've been told. This communication gap can lead patients to not follow instructions, face worse health outcomes, and feel less in control of their care.

Organizations like **Daiichi Sankyo, the Cholangiocarcinoma Foundation, CancerCare, and Stand Up to Cancer** have recognized the importance of addressing this gap. By creating animated patient education videos, these organizations are transforming how vital health information is delivered. Some videos help patients and care teams understand disease states, biomarkers, and treatment options, while others tackle pressing challenges, such as the importance of diversity in clinical trials.

Patients often struggle to retain complex medical information presented through traditional methods. This poses a significant challenge to effective healthcare delivery, as patients who lack understanding of their condition or treatment plan may face difficulties adhering to medical advice and achieving optimal health outcomes.

Studies show that using animated videos to teach patients can help them better understand and remember information. These types of patient education videos are more memorable than written or spoken explanations and can make medical ideas easier to understand and stick with patients longer.

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Why Patients Struggle with Traditional Educational Materials

Traditional patient education methods, such as brochures, verbal explanations, and written materials, have long been the cornerstone of healthcare communication; however, many patients find it hard to understand and remember the health information they're given.

Why Do Patients Struggle?

Too much medical jargon

Medical jargon, complex terminology, and technical explanations can overwhelm patients; particularly those with low health literacy or limited educational backgrounds.

One-size-fits-all approach

Traditional education often assumes a uniform level of understanding among patients, failing to account for individual differences. Factors such as cultural background, language proficiency, and personal learning preferences are rarely addressed in generic materials, leaving many patients disconnected or confused.

Boring or unengaging formats

Traditional materials are often passive forms of communication. Patients are expected to read, listen, or observe without the opportunity to actively engage or ask questions. This lack of interaction can reduce interest and comprehension.

Stress makes it hard to focus

A medical consultation can be an emotionally charged experience; especially when patients are receiving a new diagnosis or discussing serious conditions. Stress and anxiety during these moments can make it difficult for patients to focus, process information, or retain what they hear. When overwhelmed, even well-educated patients may struggle to absorb critical details.

Too much text

Websites, pamphlets, and brochures are often text-heavy, which can discourage engagement; especially among patients with visual or learning disabilities. Long, dense paragraphs are intimidating and can lead to patients skimming rather than fully absorbing the content.

Verbal instructions are easy to forget

Without supplementary materials or visual aids, verbal instructions alone are insufficient for most patients to fully grasp and retain critical healthcare information.

When patients struggle to understand their health information, the consequences are far-reaching. Poor comprehension can lead to:

- Reduced adherence to treatment plans
- Mismanagement of chronic conditions
- Avoidance or delays in seeking necessary care
- Increased healthcare costs due to preventable complications

These barriers highlight the need for innovative, patient-centered approaches to education, such as animated videos, that can overcome these limitations and empower patients with the knowledge they need to make informed decisions.

Animation Simplifies Patient Education and Makes it More Engaging

Animation can be a powerful tool for patient education because it can be leveraged to simplify medical topics.

Animation is a powerful tool for patient education because, when done right, it has the power to simplify complex medical topics. Medical procedures and conditions can be difficult to grasp, but animation can break down these concepts, step by step, with clear, visual explanations. By combining what people see and hear, animation helps patients comprehend and remember information better than reading a lot of text.

In addition to making content easier to understand, animation can hold attention and keep patients engaged.

Today's world is full of distractions, and animated videos that utilize dynamic visuals and storytelling are more likely to capture and maintain a viewer's focus. Visual explanations are also more easily translated across different languages, allowing more people to engage and understand, no matter where they are from.

Animation can be made for different types of learners and to fit different needs. It works for people who learn best by seeing, hearing, or both. These videos can also be shared online, in apps, or at doctors' offices, so patients can watch them whenever and wherever they are needed.



Clinical Research Supports the Effectiveness of Animated Patient Education Videos

Several studies highlight the positive impact of animated videos on patient learning and recall:

- A glaucoma study focused on patient preferences for education on eye drop techniques revealed that patients find videos helpful for learning and retaining practical medical information; particularly when those videos are tailored to specific procedures or techniques.¹
- A study on air pollution education found that a short, animated video significantly improved knowledge and perceived comfort in discussing air pollution's health impacts.²
- A randomized controlled trial exploring the use of animated videos to educate kidney transplant candidates about donor kidney options demonstrated that the video intervention significantly increased patients' knowledge and willingness to consider kidneys from donors with specific characteristics.³
- Research on kidney transplantation education showed that a series of animated videos, developed with patient input, was well-received by patients and healthcare providers. The videos, incorporating patient testimonials and clear visuals, were praised for their accessibility and ability to explain complex concepts in a patient-friendly manner.⁴
- A study on tumor genomic testing found that while a short, animated video didn't significantly increase patients' overall knowledge of genomics, it did significantly improve their understanding of specific information presented in the video itself. This suggests that animated videos can be particularly effective in conveying targeted messages within a larger educational context.⁵



While these studies show promise for using animated videos in patient education, there are a few things to keep in mind. The research mainly focused on certain medical topics and patient groups, so more studies are needed to see how well animated videos work in different areas of healthcare. It is also unknown how animated videos impact patient memory and behavior over time. Even with these gaps, the evidence suggests that animated videos are a helpful tool for improving how patients remember medical information.

Combating Healthcare Misinformation

Misinformation is a significant challenge in healthcare, with the potential to mislead patients, create confusion or even harm patients' health. With the rise of social media, online forums, and easily accessible but unreliable sources, patients often turn to the internet for answers, only to be confronted with incorrect or contradictory information. This can lead to misunderstandings about conditions, treatments, and even medications, which can ultimately affect patient behavior and health outcomes. When patients are unsure or misinformed, they may delay treatment, refuse necessary care, or make decisions based on fear or confusion.

For drug companies and patient advocacy organizations, owning the narrative around health-related topics is critical to ensuring that patients have access to reliable, accurate information. These organizations possess the expertise, resources, and credibility needed to lead the conversation and provide patients with clear, evidence-based content. By producing high-quality, well-researched materials, whether through animated videos, articles, or other formats, these organizations can take charge of the narrative, ensuring it aligns with trusted medical knowledge. When these authoritative voices take ownership of the narrative, they not only correct false claims but also establish themselves as dependable sources. This trust-building process ultimately empowers patients to make informed healthcare decisions and feel confident in their treatment choices, helping to navigate the complexities of their conditions and available options. By leading the way, these organizations ensure that patients are less likely to be swayed by the confusion and inaccuracies that can arise from unreliable sources and are instead guided by content that is both trustworthy and accessible.



The Rise of AI-Generated Video Content and Call for Greater Authenticity Online

As AI-generated content continues to flood the digital space, audiences are becoming increasingly skeptical about its reliability. In healthcare, trust is non-negotiable—patients need to believe in the information they're receiving in order to act on it. Using AI to deliver critical health information can feel impersonal and careless, leading to a loss of credibility and confidence in a brand. Animated videos produced by professionals who bring a human touch help to ensure that the message is accurate and also empathetic, fostering a genuine connection with their audience.

Investing in high-quality animation future-proofs the content and brand in an era where authenticity is becoming a competitive advantage. As audiences grow weary of cookie-cutter AI content, the demand for trustworthy, “hand-made” materials will only increase.

Beyond clarity, emotional engagement is another key differentiator. Animated videos will be more successful if they connect with patients on a personal level, combining compelling storytelling, custom visuals, and a soundtrack to evoke genuine emotion. This emotional resonance not only makes the content more memorable but also helps patients feel seen and understood—an essential factor in encouraging trust and motivating action. AI tools, with their lack of creative intuition, cannot replicate this human-centered approach.

Maximizing the Impact of Animated Patient Educational Videos

One of the biggest challenges in patient education is getting educational content in front of the right audience. Running promotional campaigns to increase the visibility of animated videos can help ensure that more patients benefit from this valuable resource.

Where to Use Animated Patient Educational Videos

Email Newsletters

Patient advocacy groups and healthcare providers can integrate animated videos into their email newsletters. By sending these videos directly to patients, caregivers, and other stakeholders, they ensure that the content is delivered directly to the people who need it most.

In-Office Screenings

Healthcare providers can play educational animated videos in waiting rooms or during patient appointments. This ensures that patients are exposed to valuable information while they wait, reinforcing key messages about prevention, treatment, and health management.

Paid Digital Ads

Running paid ads on search engines or social media platforms amplifies the visibility of educational videos. Ads can be targeted toward individuals searching for health-related information, driving traffic to the videos and enhancing engagement.

Social Media Campaigns

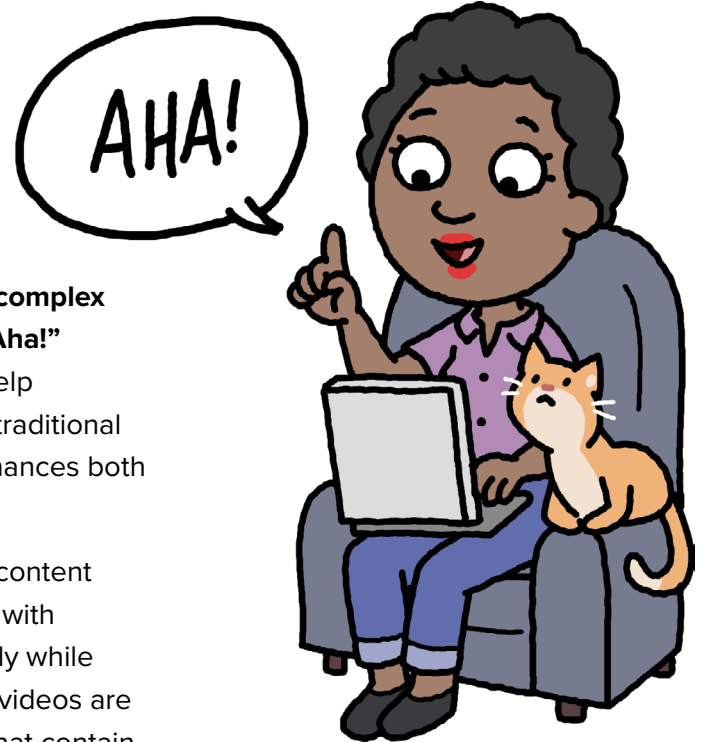
Healthcare organizations can run paid social media campaigns targeting specific patient populations based on demographics, group membership, and geography.

Search Engine Optimization (SEO)

Optimizing video content for search engines like Google and YouTube helps increase organic traffic and ensures it reaches patients searching for specific health-related information. This boosts the visibility of educational videos when patients are seeking guidance on medical conditions, treatments, or symptoms.

Creating “Aha!” Moments

Luminations are animated videos specifically designed for patient education, offering a unique blend of simplicity, clarity, and engagement.



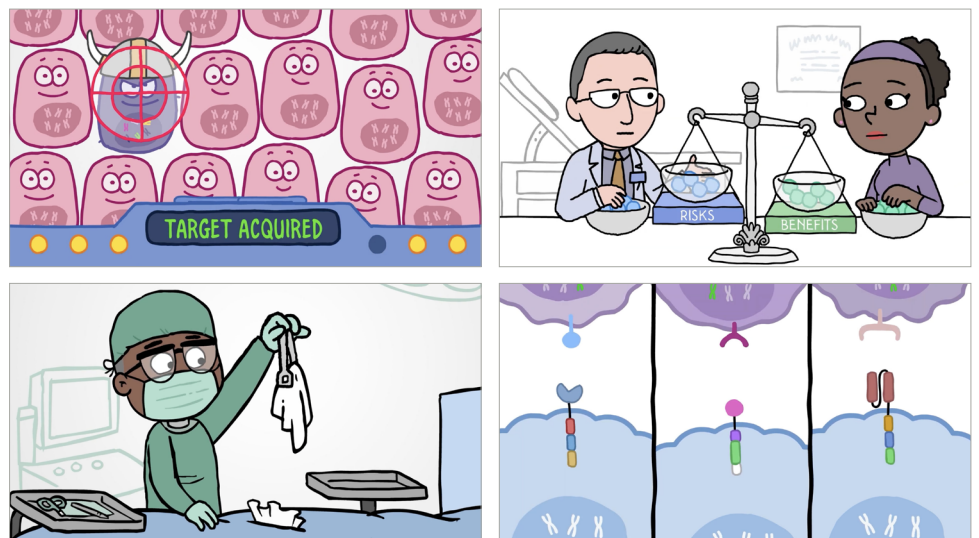
What sets Luminations apart is not just their ability to **simplify complex medical topics**, but their focus on **crafting truly memorable “Aha!” moments for patients**. With engaging visual metaphors that help deliver straightforward explanations, these videos go beyond traditional methods to create an interactive, dynamic experience that enhances both comprehension and retention.

Luminations are tailored to the unique needs of patients, with content grounded in the latest medical research. Each video is crafted with careful attention to detail, ensuring that it resonates emotionally while delivering accurate, evidence-based information. Luminations videos are also designed to be highly accessible, with visual metaphors that contain universally understood references, allowing for the use of more high-level medical terminology.

As an initiative of D2 Creative, a full-service marketing and communications agency, Luminations videos have endless potential to be seen by the right people. D2 Creative’s expertise in video promotion ensures that patient education videos are effectively distributed and reach the patients and healthcare professionals who need them most.

Companies and organizations like **Stand Up to Cancer**, **Daiichi Sankyo**, and the **Cholangiocarcinoma Foundation** have already turned to Luminations for their patient education needs. By choosing Luminations, organizations can ensure that patients receive clear, engaging, and reliable content that empowers them to make informed healthcare decisions.

Luminations



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