**Accessible and engaging multimedia patient education**

**Author and affiliations**

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**Background**

The use of videos and hubs for patient education has been an underutilised tool within medicine. At all stages of the patient journey, multimedia and video has been proven a useful, acceptable and highly valued tool for teaching.

Through the creation of educational hubs, personalized teaching tools have been liberated allowing highly individualized, learner paced education with rich educational content. Hubs can include video, audio, quizzes and downloadable content.

Smart phones, readily accessible and widely used, can be powerful creative tools. Highly engaging educational content can be easily created, edited, and shared in minutes with simple (and in many cases free) web design and hosting.

**Aims**

This workshop is designed to provide an overview of the creation of educational hubs

for patients, doctors and peers.

* Researching the hidden needs of your market
* Understanding the “questions behind the questions” in doctor patient interactions.
* Creating simple, accessible and engaging videos – quickly and cheaply.
* The best video length for engagement and education.
* The distribution process – how to make videos available to patients to create engagement, trust and understanding in a patient centred environment.
* Social media and other tools to identify needs and hone market messages.

**Method**

Presentation is interactive with teaching by shared examples.

Participants are encouraged to “try and test” methods taught in their own practices. Each section can be easily added, each working synergistically.

**Results & Conclusions**

This workshop will introduce and encourage participants to consider multi media as an additional tool to reduce risk, educate and engage patients, fellow doctors and registrars beyond didactic 1:1 teaching.

**References**

**<http://onlinelibrary.wiley.com/doi/10.1111/jan.13194/full>**

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