



## 6 Patient Education Mistakes You Might Be Making

Patient education can save doctors time, improve outcomes, and even boost your practice's reputation and referrals — *if* it's done right. **ARE YOU MAKING THESE COMMON MISTAKES?**

**1. YOU'RE FOCUSING ON THE WRONG TOPICS.** Great information about contacts isn't helpful if most patients are interested in learning about LASIK. Think about the most common, complex, and costly conditions you treat. Target your patient education programs to your patients' actual needs.



**4. YOUR MATERIALS AREN'T SHAREABLE.** Will patients take home a brochure and tell their families or caregivers what they learned? Perhaps. Will that information be translated accurately? Probably not. In the U.S., there are 93 million family caregivers. Digital patient education materials make it easy to keep them in the loop.

**2. YOU ASSUME PATIENTS UNDERSTAND THE INFORMATION.** A key to successful patient education materials is making sure everyone can understand them. Simpler is better, and video is a great tool for the majority of patients who are visual learners.



**5. YOU AREN'T ADDRESSING YOUR AUDIENCE.** Basic medical info, such as the kind that may come with your EHR, is like just checking the box. Some patient education software programs allow you to customize videos or handouts to tailor them to your practice and your patients.

**3. YOU ASSUME PATIENTS REMEMBER WHAT YOU TELL THEM.** Data shows that 40 to 80 percent of medical information is forgotten immediately after the visit. Successful patient education materials are easy for people to access again later — via email, your website, or patient portal.



**6. YOU'RE USING THE WRONG FORMAT.** For years doctors have walked patients through printed materials, or explained things verbally with models. But higher-tech options such as animated patient education software have been shown to increase patients' understanding and compliance. Plus, studies show patients prefer a tech-savvy doctor.

**WANT MORE INFORMATION ABOUT IMPROVING YOUR PATIENT EDUCATION EFFORTS? Download our eBook, "Change How You Deliver Patient Education to Change Your Bottom Line."**