



RESEARCH FACTS

Women who viewed video out-ranked the non-viewer control group in behavior change-

26.5% vs. 4.9% started taking calcium

20.6 vs. 6.6% started taking vitamin D

13.% vs. 1.7% started weight-bearing exercises.

- Osteoporosis – Behavior Change Study

When viewing video patient learning time is cut by almost 50%, with almost 24% more retention.

- American Academy of Pediatrics

Video delivery can increase information retention by up to 16 times over that of text alone.

- Anesthesia & Analgesia Journal 87(3):531-6

At least 75% of all patients leave the health provider office or hospital without appropriate or supporting information to explain their illness, injury, or treatment protocols. The healthcare industry now spends an unnecessary \$73 billion per year in hospital stays and doctors visits simply because patients don't understand what their doctor is explaining.

- National Academy on an Aging Society

Analysis of plans from more than 200 employers showed an average medical cost ROI of \$3.48 for every \$1 spent.

- American Journal of Health Promotion

More than 95% of our nations health expenditures, including most of the billions of dollars employers spend on health coverage, is committed to diagnosing and treating disease only after it becomes manifest. And, researchers have estimated that preventable illnesses make up approximately 70% of the burden of illness.

- New England Journal of Medicine

People remember approximately 5% of what they read, 15% of what they hear, 64% of what they hear and see.

- McGraw-Hill

Of 100 million-plus U.S. adults using the Internet, 70% of those go online to seek health care information.

- Rand "Proceed with Caution - A Report on the Quality of Health Information on the Internet"

Consumers spend an average of 30 minutes searching for healthcare information on the Internet and when employing English search engines they have only a 1 in 5 chance of finding relevant information from the first page of the results. Consumers using Spanish search engines have only a 1 in 9 chance of finding relevant information.

- Rand "Proceed with Caution – A Report on the Quality of Health Information on the Internet"

Nearly 30% of Americans are either illiterate or have Level 1 reading skills (making text handouts ineffective for them).

- National Adult Literacy Survey by US Department of Education