



ADHEARX
ENTERTAINING CARE

HUMANIZING HEALTHCARE THROUGH ENTERTAINMENT: A NEW PARADIGM FOR PATIENT- CENTERED CARE

Abstract

This white paper explores how personalized entertainment in healthcare can boost provider efficiency and improve patient outcomes. Drawing on research and post-COVID-19 trends, it shows that tailored entertainment enhances engagement, supports adherence, improves satisfaction, and eases staff workload. It also examines how age, tech fluency, and shifting patient expectations affect the success of these interventions.

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Introduction

Advancements in digital technology are fundamentally transforming healthcare delivery. Among these innovations, the integration of personalized, health-focused entertainment has emerged as a novel approach to enhance patient engagement, optimize provider workflows, and improve care outcomes. Contrary to perceptions of entertainment as mere distraction, strategic deployment of tailored audiovisual content has demonstrated measurable clinical and operational benefits. This paper reviews the evidence and rationale for incorporating entertainment as a structured element of care delivery.

Catalyst for Innovation: COVID-19 and the Rise of Human-Centered Technology

The COVID-19 pandemic accelerated the adoption of virtual and remote care modalities across healthcare systems. Alongside these shifts came a growing recognition of the need to support patients' emotional well-being, understanding of medical information, and adherence to care plans. Patients increasingly expect interactions that are not only efficient but also informative and empathetic. Personalized entertainment content, delivered across digital platforms, has emerged as a means to fulfill these expectations by reinforcing communication and education within clinical settings.

From Peripheral Media to Core Clinical Tool

Historically, entertainment in healthcare settings was incidental, being limited to background television, magazines, or children's murals. Today, evidence-based platforms such as the Adhearx Health Entertainment Cloud™ utilize personalized, targeted personalized media to deliver condition-specific education, reinforce instructions, and foster emotional support. These interventions are not passive; they serve as active behavioral and cognitive tools to support clinical objectives.

For example, post-operative patients receiving brief videos on wound care demonstrate higher adherence to discharge instructions. Pediatric patients exposed to animated educational content show improved understanding of treatment regimens. These results are consistent with established theories of behavioral change and multimedia learning.

Scientific Basis for Entertainment in Patient Care

Several interdisciplinary frameworks explain the efficacy of entertainment-based interventions in clinical environments:

- **Edutainment:** The combination of education and entertainment has been shown to positively influence public health behaviors globally (Singhal & Rogers, 1999).

- Behavioral Economics – EAST Framework: Effective behavioral interventions are Easy, Attractive, Social, and Timely. Entertainment-based content meets these criteria, thereby enhancing patient compliance (Behavioural Insights Team, 2014).
- Cognitive Load Theory: Patients retain more information when cognitive burden is reduced through multimodal presentation, such as video rather than dense print material (Wilson et al., 2012).
- Emotional Engagement: Emotional resonance increases memory encoding and recall, leading to improved retention of health information (Harvard Business Review, 2016).
- Gamification and Sustained Use: Digital health tools incorporating gamified or entertaining elements see increased user engagement and sustained utilization, correlating with improved health behaviors (Cugelman, 2013).

Clinical Utility: Provider Benefits and Workflow Optimization

Healthcare providers face increasing demands on time and resources. Repetition of routine education, low patient adherence, and documentation burdens detract from high-value care delivery. Personalized entertainment solutions mitigate these issues by:

- Automating standardized patient education
- Embedding instructional content within intake and discharge protocols
- Improving documentation and informed consent processes
- Supporting behavioral reinforcement without increasing staff workload

Data from deployments of entertainment-based platforms report up to a 30% reduction in time spent on patient instruction and improvements in satisfaction metrics and care plan adherence (SONIFI Health and GetWellNetwork, 2020–2023).

Best Practice Insights

Situation:

A medium size specialty practice started using patient entertainment in their ongoing patient interactions.

Results:

- 83% improvement in care plan adherence
- 64% reduction in operational burden
- \$31,000 in monthly cost saving
- Monthly savings include staff outreach and contact time only.

Patient Outcomes: Empowerment, Understanding, and Equity

Personalized audiovisual content addresses known barriers to care engagement:

- Enhanced comprehension: Particularly among patients with low health literacy or limited English proficiency (Wilson et al., 2012)
- Reduced anxiety: Emotionally attuned content facilitates a calmer care experience
- Increased equity: Multimedia materials can be adapted linguistically and culturally to meet diverse patient needs

Reported outcomes include increased confidence, reduced anxiety, and improved readiness to follow care recommendations.

Utilization Impact on Adherence

Personalized entertainment-based education is increasingly recognized by patients as a valuable tool for supporting adherence to clinical instructions. When content is emotionally resonant, visually engaging, and tailored to an individual's specific condition and preferences, patients demonstrate higher levels of understanding, confidence, and willingness to follow their treatment plans. Recent survey data reveal that 94% of patients believe that incorporating personalized entertainment into their care experience helps them follow their doctor's orders, with adherence expectations highest among patients with chronic conditions, 98% of whom agreed it would support better adherence (Health Entertainment Utilization Survey, Adhearx, LLC 2025.)

This alignment between patient perception and behavior is reinforced by findings in multimedia learning theory and emotional engagement research. By transforming passive information delivery into an interactive, emotionally supportive experience, entertainment-based content increases comprehension, strengthens motivation, and bridges the intention-action gap commonly seen in clinical adherence. As with other behavioral tools, the value of this modality lies not only in the information it conveys, but in its capacity to activate patients at key moments in their care journey, ultimately contributing to improved outcomes and more consistent execution of provider guidance.

Demographic Considerations in Content Design

Effective personalization requires sensitivity to patient demographics:

- Younger cohorts (Gen Z, Millennials): Prefer mobile-first, gamified, and rapid-delivery formats (Cugelman, 2013)

- Older adults: Require clear narration, slower pacing, and reassurance
- Underserved communities: Benefit from translated and culturally adapted messaging
- Post-pandemic expectations: Patients now demand transparency, empathy, and clarity as baseline standards of care communication

Clinical Applications Across the Continuum of Care

The Adhearx Health Entertainment Cloud has been integrated across diverse clinical workflows to address a broad spectrum of use cases. Reported outcomes include a 65–83% improvement in care plan adherence within the initial weeks of implementation, alongside a 46–65% reduction in operational burden—equating to approximately \$22,000 - \$31,000 in monthly cost savings for a medium size specialty practice.

Applications include:

- Reducing surgical cancellations through pre-operative education
- Streamlining enrollment and triage for specialist referrals
- Supporting chronic condition self-management
- Enhancing discharge planning and post-visit care
- Driving performance in value-based care (VBC) programs
- Supporting transitional care with automated reminders and guidance
- Preventing avoidable readmissions through structured follow-up
- Increasing screenings and immunizations via proactive engagement
- Closing referral loops by reinforcing specialist and follow-up adherence
- Reducing no-shows with pre-visit preparation modules
- Facilitating shared decision-making via visual decision aids

Case in Point

A partner, Gastrointestinal Institute, LLC, deployed the Adhearx Health Entertainment Cloud to deliver post-operative instructions, resulting in higher responsiveness, better-prepared patients, and improved adherence to care plans.

Technology Alignment and Scalability

These platforms are engineered to align with modern healthcare infrastructure:

- EHR integration
- HIPAA compliance
- Support for quality reporting metrics (CMS, 2023)

Being cloud-based, they scale seamlessly across enterprise systems and geographically distributed networks.

Conclusion: Integrating Entertainment into Evidence-Based Care

The integration of tailored entertainment into patient care is not an ancillary service—it is an evidence-supported enhancement to traditional care models. As healthcare evolves to meet the needs of a more informed and diverse patient population, adopting human-centered tools such as personalized audiovisual content will be critical.

This modality offers measurable improvements in patient adherence, provider efficiency, and system-level performance. It is time for entertainment to be recognized not as a distraction, but as an essential connector in the healthcare experience.

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