

5 tips to make medical learning stick with powerful stories



Start with a person instead of a topic

Who is affected by this issue?
Example: Instead of "GLP-1 RAs lower HbA1c," consider: "Meet Carla, 60, newly diagnosed with T2D..."

Build in a decision or tension

A moment of uncertainty invites reflection.
"Should we intensify her treatment, or prioritise an additional trial of lifestyle modification first?"



Anchor facts in the story's flow

Present clinical content as part of what the healthcare professional needs to decide.

Keep it short, but human

A micro-story can be 3-5 sentences long. One clear character, one challenge, one decision. Don't overload with data, try to embed one key fact per story.



End with consequence or outcome

"Six months later, Carla's HbA1c is down, and she feels in control again."

IMPORTANT: Get input from your experts!

Collaborate with your subject matter experts so they can share real cases and review your story content. Their insights ensure the scenarios are clinically accurate, realistic, and resonate with learners' real-world experience.

