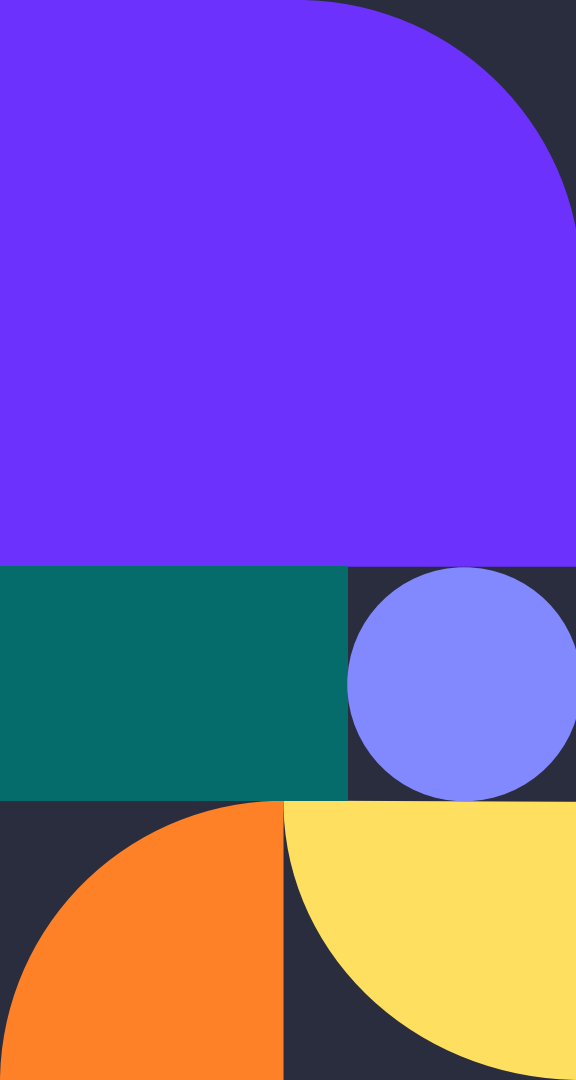




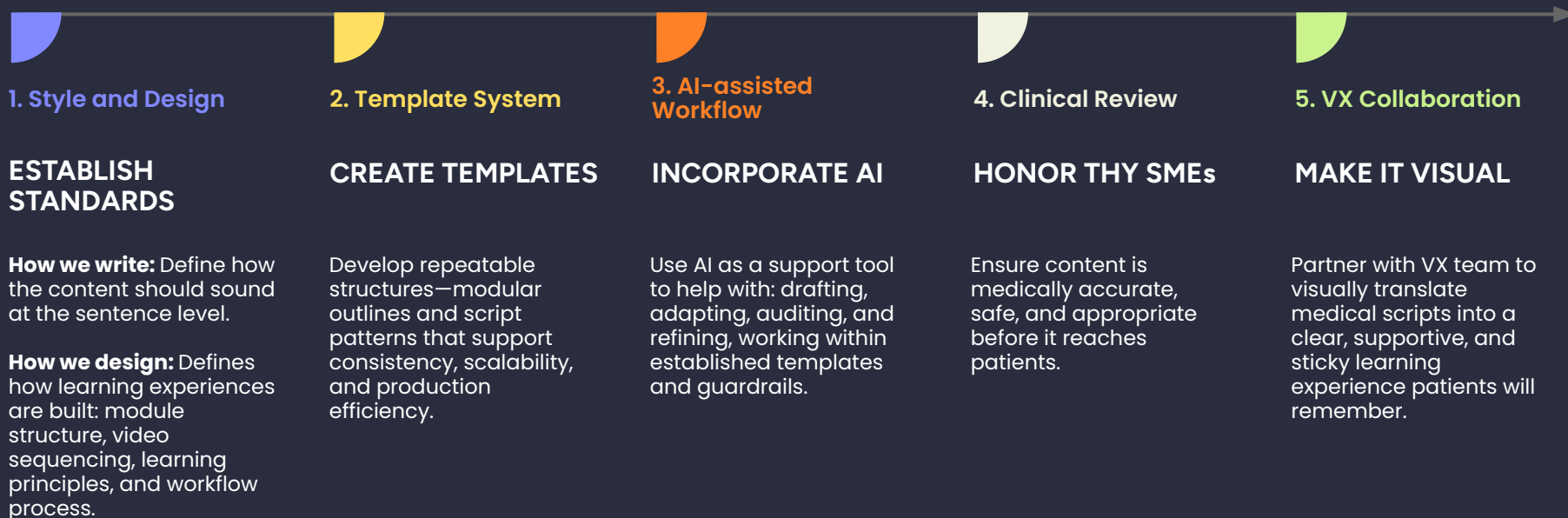
From Style Guide to Learning Experience

Training LX designers to develop scripts at scale

The Challenge

Patient education content needs to be medically accurate, emotionally supportive, accessible, animation-friendly, and *scalable*.

The System



This ain't Strunk & White.



Rule 1: The best style and tone guides are scannable, example-driven, and brutally concise.

Rule 2: Show don't tell. Real-world scenarios, before and afters, and "Do this, not that" lists resonate and stick.

Rule 3: Kill the exceptions. If your guide needs more than a few caveats, revisit the rules.

The example is the proof, the teacher, the memory hook.

Every rule earns its place with examples.

No compelling example? No rule.



**What It
Looks Like**

Medical Terminology & Translation

General Rule: If a term isn't used in everyday conversation, define it or replace it. Examples:

Clinical Term	Preferred Language
Analgesics	Pain medications
Post-operative	After surgery/Following the procedure
Lumbar spine	Lower back “The lower back, sometimes called the ‘lumbar spine...’”
Stenosing tenosynovitis	Trigger finger “Stenosing tenosynovitis, commonly known as ‘trigger finger’...”

6. Physical Ability & Health Status

Area	Guideline	Practical Example
Mobility	Avoid assumptions about ability	"If walking is difficult..."
Energy Levels	Acknowledge fatigue/overwhelm, where appropriate	"You may need extra rest"
Chronic Conditions	Avoid one-size-fits-all statements	"This may vary based on your health" "Depending on individual factors"
Pain Sensitivity	Use neutral descriptors	"You may feel discomfort" Choose "Pain is typically mild" vs "Mild pain"
Recovery Variability	Emphasize individual timelines	"Recovery looks different for everyone"

Appendix B: Risk Frequency Spectrum

Risk language should reflect both how often an outcome occurs and how meaningful it is to patients, using plain, proportional wording that informs without alarming.

Frequency Tier	Approximate Occurrence	Recommended Language
Very Common	≥ 10–20%	“Common” / “Many people”
Common	~5–10%	“Common” / “Some people”
Uncommon	~1–5%	“Less common”
Rare	~0.1–1%	“Rare”
Very Rare	< 0.1%	“Very rare”
Extremely Rare / Serious	< 0.01%	“Extremely rare but serious”

Anchor the Voice

- People think in characters, not attributes.
- Promotes a shared mental model.
- Improves consistency across writers and formats.
- Improves onboarding
- Protects against tone drift — knowing the speaker, means knowing when the voice sounds "off."
- Provides consistency for the team and the user.



*A **persona-anchored** voice turns a set of rules into a **repeatable point of view.***



Same bones, different story

Building a template system.

A good template is a head start for the whole team.
Recognizing patterns and replicating what works means:

- **Writers** spend energy on language, not architecture
- **Reviewers** know where to look for what matters
- **Motion graphics** can build assets, time animations, and plan layouts in advance or in parallel, not in sequence

Pattern Recognition Meets Productivity



[Title of Video]

[Medication name] is a **[type of medication]** used to **[state primary purpose]**. It's typically prescribed to treat **[condition/symptom cluster]**.

OR

[Medication class] — such as **[list common examples]** — are commonly prescribed to treat **[condition/symptom cluster]**.

The medication works by [brief description of mechanism of action].

OR

These medications work by [brief description of mechanism of action].

1 Tamoxifen for HR+ Breast Cancer

2 Tamoxifen is a type of hormone therapy medication used to treat hormone receptor-positive breast cancer.

It is typically prescribed after surgery, radiation, or chemotherapy to help reduce the risk of the cancer coming back. It can also be used to help manage metastatic breast cancer that has spread to other parts of the body.

3 Tamoxifen works by blocking estrogen receptors on breast cancer cells, cutting off their access to estrogen — the hormone that fuels their growth — and helping to slow or stop the cancer from growing.

0 Alpha Blockers

1 **Alpha blockers** — such as tamsulosin (brand name Flomax) — are commonly prescribed to relieve urinary symptoms caused by an enlarged prostate or other conditions that affect urine flow.

2 The medication works by relaxing the smooth muscles in the prostate, bladder neck, or urethra to reduce pressure and allow urine to flow more freely.

A Template Worth Using...

- ★ Solves a repeatable problem
- ★ Defines what belongs and what doesn't
- ★ Reflects the learner's mental model
- ★ Intuitively scaffolds information
- ★ Leaves room for nuance
- ★ Collapses the handoff
- ★ Supports scale
- ★ Proves itself in the output

[Name of Condition]

[Condition] is condition that [brief definition]

Normally, **[describe typical function in brief]**.

[Condition] develops when **[describe dysfunction]**.

This can cause symptoms like **[list of early symptoms]**.

Over time, this can lead to **[list of progressive symptoms]**.

[Condition] is a **[prevalence descriptor (e.g., common/fairly common/rare)]** condition, estimated to affect **[prevalence data point]**, especially **[list commonly affected populations]**.