Chapter 7

Video Presentations of the BRCT: Case Studies

In part 2 of our book, we have provided several videos to demonstrate the utility of BRCTs in medical communication both between doctor and patient, and how people in general can better understand medical information that is disseminated by the media. While none of these videos specifically pertain to COVID-19, this format can be used to present the information we discuss in subsequent chapters.

- *Kaiser Health Video*: Kaiser Health News created a video to help explain how BRCTs can be used to grapple with medical decisions. Specifically, the BRCT concept was applied to mammograms. NPR posted the video and an explanation on its website: <https://www.npr.org/sections/health-shots/2016/10/12/497549732/skip-the-math-researchers-paint-a-picture-of-health-benefits-and-risks>
- *How to understand the real risks and benefits of a “wonder drug”*: This video introduces the BRCT concept and applies it to a fictional new drug that is touted by the media as being a wonder drug. This video helps people to decipher some of the misinformation that is common in medical reporting by using several BRCTs. This is Intro Video Part One (Video 7.1).
- *Applying BRCTs to several real-world health endpoints*: This video takes the ideas presented in the prior video and applies them to various health issues, including blood pressure control, prostate specific antigen (PSA) testing, and smoking cessation. This is Intro Video Part Two (Video 7.2).
- *BRCT and lower back pain*: In this video, we demonstrate the benefits and risks of MRI screening for back pain as well as various treatments using the BRCT concept. Back Pain Video (Video 7.3).
- *BRCT and sinusitis*: Given the recent guidelines to curb antibiotic treatment for bronchitis and sinusitis, we use the BRCT to show why this is or is not a helpful guideline. Sinusitis Video (Video 7.4).

Electronic Supplementary Material The online version of this chapter (https://doi.org/10.1007/978-3-030-74521-9_7) contains supplementary material, which is available to authorized users.