



# Storytelling as a Tool for Accuracy in Scientific Communication: A Perspective from the Medical Visit

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## Abstract

In today's health ecosystem, the professional in charge of the transfer of scientific information faces a dual challenge: data saturation and the need to generate a significant impact on the recipient, balancing scientific, commercial and ethical elements. However, the saturation of technical information requires new narrative capacities to achieve effective communication.

This article substantiates the relevance of storytelling as a process of adding value to the customer, and analyzes its application not as a merely rhetorical resource, but as a tool based on neurobiology and strategic marketing.

Through a neurobiological and structural analysis, it is explored how the generation of empathy allows scientific evidence to be remembered and applied more effectively in clinical practice, transforming the medical visit into an encounter of high human and technical value and a memorable learning experience, which facilitates informed clinical decision-making.

**Keywords:** storytelling, medical visit, neuromarketing, limbic system, scientific communication, empathy.

## 1. Introduction and Background

Historically, medical visits have focused on the exchange of scientific, commercial and ethical elements. However, in the era of evidence-based medicine, the excess of technical information can generate a communication barrier. Narrative capacity then emerges as an essential differentiating element. In the practice of pharmacy and medical visits, storytelling emerges not as a decorative resource, but as a necessary professional competence.

Storytelling is an inherent faculty of human beings that has evolved since the origins of civilization as a tool for cohesion and transmission of knowledge. Cultural and social antecedents show that the human brain is conditioned to process reality through plots, which gives narrative an added value in the transfer of scientific evidence. As the Royal Spanish Academy points out, a story is a "narration of past events worthy of memory".

In the context of pharmaceutical promotion, storytelling makes it possible to transform an enumeration of characteristics of a drug into a purposeful narrative that resonates with the physician's experience, turning cold data into a significant event for their clinical practice.

## 2. Neurobiological Foundations and Consumer Psychology

Persuasion in the medical visit is a rhetorical skill that unites rational arguments with feelings to reinforce an attitude or behavior. The competitive advantage of storytelling lies in its ability to generate empathy (emotional connection) and increase the listener's attention span.

The effectiveness of storytelling finds its justification in brain physiology. While pure data is processed by the cerebral cortex (seat of analytical and rational thought), stories activate the limbic system.

### 2.1 The Neurobiological Basis: Limbic System. vs. Cortex

The limbic system functions in a non-conscious way and regulates the expression of emotions, playing a vital role in the fixation of emotional memory. Neuroscience applied to marketing (neuromarketing) explains that stories preferentially activate the limbic system, responsible for emotional memory and the non-conscious regulation of decisions. When a narrative generates a positive emotional response, the amygdala triggers a neurochemical cascade that includes:

1. **Hormonal stimulation:** Physiological amounts of adrenaline and cortisol are secreted, which generates a state of alertness and focused attention.
2. **The Amygdala and Hippocampus:** When receiving a story, the amygdala fires neurotransmitters that fix information in the hippocampus, facilitating long-term learning.
3. **Magnetic Resonance Imaging:** Functional magnetic resonance studies published in journals such as *NeuroImage* (2016) show that the brain exposed to metaphors and narratives exhibits greater activity in sensory and motor areas compared to the brain that only receives literal information. This translates into a “narrative transportation” where the doctor not only listens to data, but also visualizes clinical scenarios.

## 2.2 From Neuromarketing to the Value Visit

Modern marketing defines its purpose as the creation of value for the customer. In the medical visit, this value is consolidated through empathy. By using classical rhetoric, uniting *Logos* (technical reason) with *Pathos* (emotional connection), the medical sales representative achieves:

1. **Establish a nexus:** Communication ceases to be transactional to become relational.
2. **Ethical Persuasion:** It is not about manipulation, but about reinforcing or changing attitudes through arguments that convey truthful information and touch both reason and emotion.
3. **Behavioral Engagement:** History makes it easier for the health care professional to make informed decisions based on a deeper and more memorable understanding of the therapeutic benefit.

## 3. Definition and Structure: The Backbone of a Clinical Narrative

For storytelling to transcend mere anecdote and become a tool for ethical and scientific advocacy, the structure of the narrative must include critical components that articulate the message. It is not just a matter of narrating, but of designing an experience that the doctor can validate as plausible and useful for his practice. The following is a suggested logical structure that makes it easier for professional storytelling to be effective:

1. **The Protagonist and identification:** The patient or doctor in his real environment.

Every story requires a central axis. In the medical visit, the protagonist should not be the drug, but the patient or the doctor facing a challenge. The effectiveness of the story depends on the listener’s ability to see themselves reflected in the story. If the doctor identifies in the history a profile of the patient that he or she sees regularly, a process of self-reflection and cognitive openness is activated.

2. **The Conflict or Pain Point:** The therapeutic challenge or unmet clinical need (e.g., side effects, low adherence).

Without conflict there is no history. In the context of health, the conflict translates into an unmet clinical need: a treatment with intolerable side effects, a pathology that does not yield to conventional therapy or the complexity of a dosage scheme. Conflict is what generates the tension necessary for the limbic system to maintain interest.

3. **The Catalyst:** Scientific evidence and the value contribution of the drug as tools to overcome this obstacle.

This is where storytelling differs from fiction. The catalyst that resolves the conflict must be solid scientific data. History serves as the “vehicle,” but the engine is technical information (clinical studies, mechanisms of action, safety profiles). The narrative allows these often dry data to be presented in a logical and sequential way.

4. **Resolution and transformation:** Positive change and improvement in quality of life.

A story should express **how and why life changes**. The resolution shows the positive outcome after the intervention: the improvement in the patient’s quality of life or the simplification of the doctor’s work. This stage closes the emotional cycle, leaving a feeling of satisfaction and usefulness that reinforces learning.

This structured sequence allows the recipient to identify with the scenario, facilitating the adoption of new therapeutic alternatives under a framework of plausibility and trust.

### 3.1 Verisimilitude: The Filter of Reason

It is crucial to distinguish between persuasion and manipulation. As the story flows, the **doctor’s cerebral cortex** acts as a filter of verisimilitude. If the story lacks technical coherence or seems artificial, the receiver disconnects. Therefore, the success of storytelling in the medical visit lies in narrative **honesty**: the use of rational arguments that convey information, together with feelings that touch the heart, always supported by credibility and trust.

### 3.2 The Story Construction Model (Application Framework)

In order for the medical sales representative to integrate storytelling effectively, the following scheme of simulation exercises is suggested:

1. **Definition of Clinical Climax:** Before starting the story, the speaker must identify the most powerful scientific data (e.g., a 30% reduction in mortality). This piece of information will be the “climax” of the narrative.
2. **The “Flashback” Technique in the Consultation:** Start with a scenario familiar to the doctor.
  - o Exercise example: “Imagine that patient who comes to your office with [Symptom X] and whose quality of life is diminished by [Obstacle Y].”
3. **The Bridge of Verisimilitude:** Here the foundations of Greek rhetoric mentioned above are inserted. The exercise consists of uniting the *Logos* (the evidence of the clinical study) with the *Pathos* (the patient’s relief or the doctor’s reassurance).

## 4. Practical Application: From Theory to Consultation

The usefulness of storytelling is manifested in the professional’s ability to self-design stories based on real experiences. This makes it possible to:

1. Generate **immediate empathy** with the doctor.
2. Achieve a **narrative transportation** where the physician visualizes the therapeutic benefit.
3. Overcoming the barriers of purely analytical thinking to connect with the purpose of medicine.

The validity of this tool is measured by its ability to be replicated in the daily encounter. The proposed model suggests replacing the traditional “presentation of slides” with a narrative transport interaction where the

“Clinical Climax” (the most powerful scientific data) is first identified and a bridge of plausibility is built towards it.

Narrative based on storytelling as an ethical bridge does not seek to “embellish” reality, but to order complexity. By practicing the beginning-middle-end structure with real data, the medical sales representative ensures that the scientific message is not lost in the information noise, but settles in the doctor’s emotional and rational memory.

## 5. Conclusion: Narrative as an axis of transcendence

The study and application of storytelling in the medical visit is not only a cutting-edge technique in neuromarketing; it is a return to the essence of human communication. As has been explained, the ability to structure complex data within a coherent and emotionally resonant story allows scientific evidence not only to be transmitted, but also appropriated and remembered by the physician at the critical moment of the clinical decision.

For the contemporary medical sales representative, mastering the narrative is not an aesthetic choice, but a critical professional competence. Therefore, in his professional work he must be an “architect of truthful stories”, who uses narrative as an ethical bridge to ultimately improve the well-being of patients. In this way, storytelling represents the convergence between the science of the brain and the art of communication. By humanizing data and structuring it within a coherent story, integrating logos (the technical reason) with pathos (emotional connection), we are not just promoting a drug or a service: high impact communication is achieved that not only informs but facilitates a bridge of understanding that, ultimately, transforms clinical practice for the benefit of patients. Storytelling is, therefore, the language of applied empathy, and its mastery is the path to effective, ethical and high-impact communication in the health ecosystem.

Success in applying this tool depends on authenticity. The author’s experience in this field—which moves from pharmaceutical and scientific training to literary practice—reveals a fundamental truth for the professional in the industry: all great technical work is born from a story of purpose. Just as the act of writing a novel requires persistence in the face of the “drawer of postponed projects”, mastery in the medical visit requires a constant evolution of communication skills and the constant improvement of the narrative to be a health facilitator. Dreams and professional goals, like a good plot, encounter obstacles, but it is the ability to narrate the value proposition with conviction that allows you to overcome resistance to change. Storytelling is the bridge that allows pharmaceutical science to achieve its primary purpose: to improve human life through ethical, clear and deeply human communication.

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