

Pro-Quality Medical Videos: The Essential Gear Guide

Professional video production for medical practices does not require a Hollywood budget. By combining a smartphone with a few strategic investments in lighting, audio, and stability, any practice can produce high-quality, broadcast-standard content.

THE PILLARS OF QUALITY



Lighting is the #1 Difference-Maker

While natural window light is best, dedicated sources ensure professional consistency.



Audio Quality is Non-Negotiable

Viewers will tolerate imperfect visuals, but they will not tolerate poor sound.



Stability Over Handheld

Never hold your phone by hand, use a tripod to ensure a steady, professional shot.

RECOMMENDED STARTER KIT

Est. total kit cost range: \$100 - \$300



Lighting: Ring Lights & Softboxes

Options range from budget-friendly 10" ring lights to professional two-light softbox kits.



Audio: Wireless Mic Systems

Compact systems like the Rode Wireless ME or Hollyland Lark M2 deliver crystal clear sound.

Recommended Gear Quick Reference

Category	Recommended Gear	Key Feature
Lighting	MOUNTDOG Softbox Kit	Professional, flattering light without harsh shadows.
Audio	Hollyland Lark M2	Noise cancellation for tuning out HVAC or hallway chatter.
Stability	Sensyne 92" Tripod	Built in phone mount and Bluetooth remote for easy operation.