

Video Marketing & Patient Education for Small Medical Practices

Simple, Affordable
Strategies that Work



Content Creation Experience

Bringing decades of award-winning broadcast and clinical media expertise to your practice.



Meet the Speaker - Loren Goldfarb

- **TV Executive & Strategist:** Over 19 years as COO and Partner at MediVista Media/Everwell, directing content for digital signage, web, and out-of-home media.
- **Broadcast Veteran:** Former producer for NBC News (including Dateline NBC), and the award-winning PBS newsmagazine HealthWeek.
- **Documentary Filmmaker:** Founder of Illumatory Films, directing and producing engaging content, including the upcoming feature film *96 Pounds of Dynamite*.



About Everwell

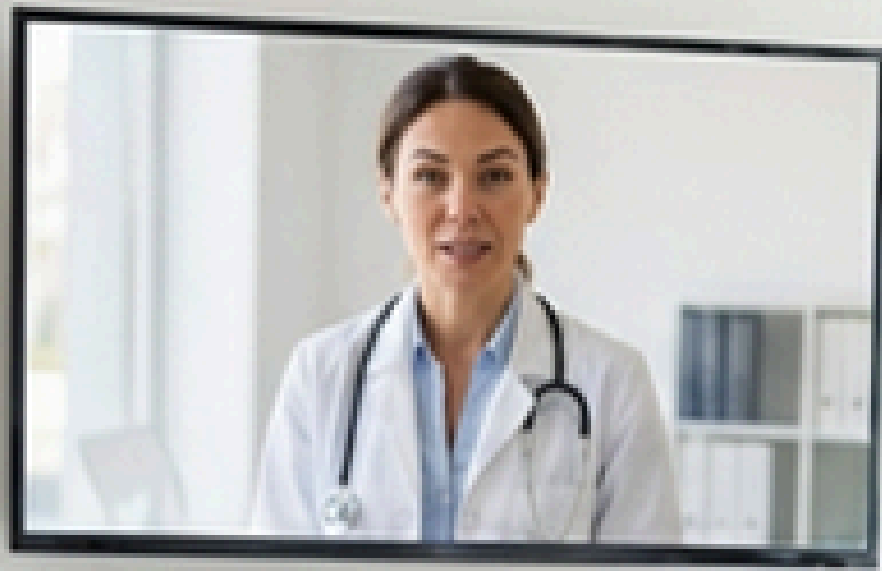
- **Pioneers in Patient Experience:** Delivering best-in-class health and wellness waiting room TV and digital signage solutions across North America since 2007.
- **Award-Winning Content:** Producing exclusive, high-quality health and wellness videos that inform patients .
- **End-to-End Solutions:** Providing the technical consulting, network management, and creator tools needed to transform “Wait Time” into “Time Well Spent”.



Compelling Video Statistics

- ✓ 91% of businesses use video as a marketing tool
- ✓ 96% of people watch explainer videos to learn about services
- ✓ Social media posts with video get significantly more engagement than text or images
- ✓ Viewers retain ~95% of a message when watching video vs ~10% when reading text

(Sources: Wyzowl, ReelFlow & HubSpot)



Why Video Matters Specifically for Medical Practices

- ✓ Healthcare decisions are trust-based
- ✓ Patients want to “meet” providers before booking
- ✓ Video reduces anxiety
- ✓ Education reduces call volume
- ✓ Reinforces your brand inside and outside the practice

Video doesn't just market your practice – it improves patient experience.





Provider Profile Videos

Specs: 60–90 seconds

Content Checklist:

- ✓ • Who I am
- ✓ • Why I chose this specialty
- ✓ • What patients can expect

Key takeaway: These build enormous trust.

Operational & Administrative Content

The Content

- ✔ **Goal: Reduce front desk workload**
 - ✔ How to prepare for your visit
 - ✔ How to fill out forms
 - ✔ Telehealth instructions
 - ✔ Payment policies
 - ✔ After-hours procedures

The Benefit



**Bottom Line: Video
= fewer repetitive
phone calls.**

Educational Micro-Content Ideas

Format: Short (30–60 sec) videos

Topic Ideas:

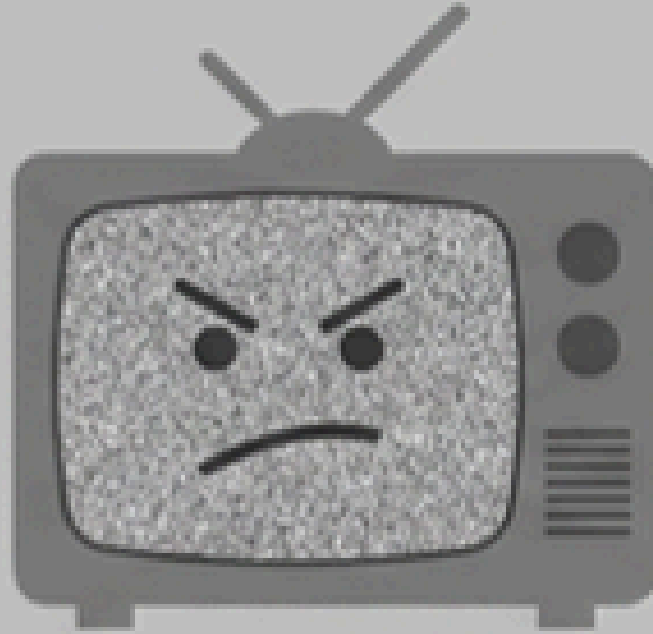
- “When should you see us for ____?”
- “3 signs you shouldn’t ignore”
- “What happens during a ___ exam?”
- Seasonal health reminders
- Preventive care tips



Everywhere Patients Interact With You

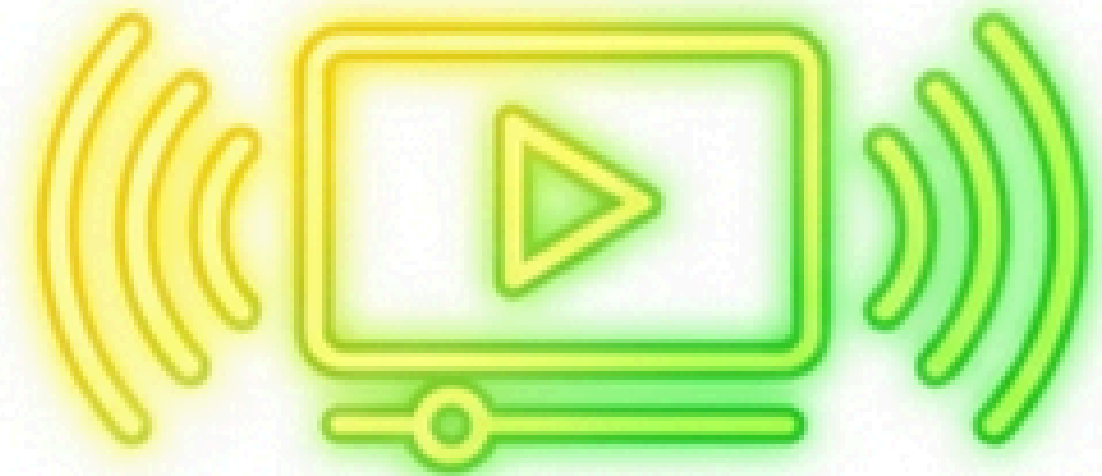


The Waiting Room Opportunity



Instead of:

- Cable news
- Daytime TV
- Silence



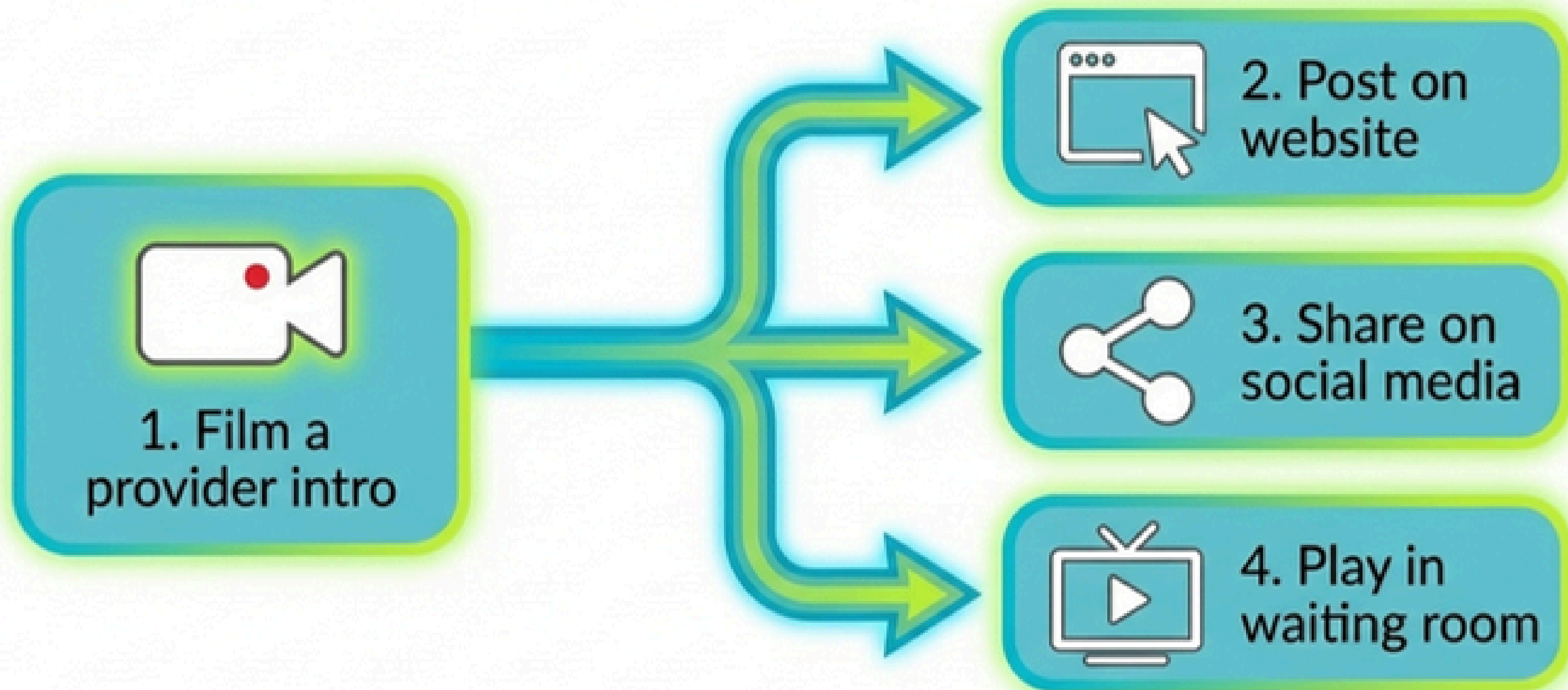
You could show:

- Provider introductions
- Services
- Preventive care education
- Community involvement

A waiting room screen can reinforce your brand and educate patients before they even see the provider.

One Video, Multiple Uses

Concept: Record once → distribute everywhere.



You Don't Need a Production Crew



If you have:

- A smartphone
- A few inexpensive supplies
- A quiet location

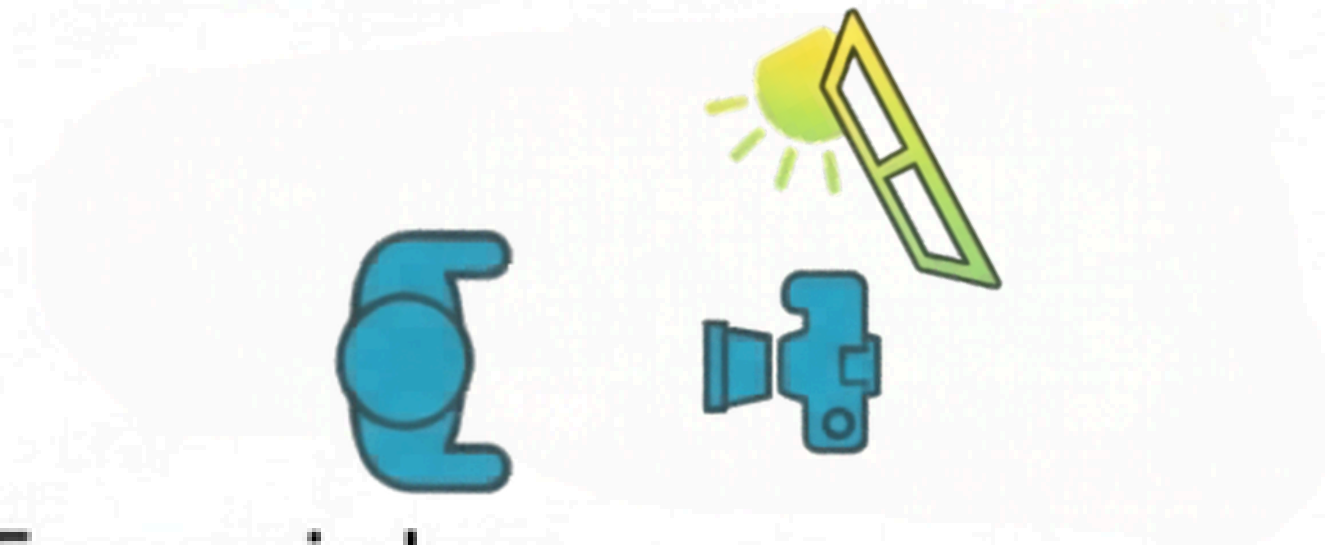
You can create professional-looking video.

The 4 Elements of Quality Video:

1. Lighting
2. Sound
3. Composition
4. Stability

Lighting: The #1 Difference-Maker

Best option: Natural light



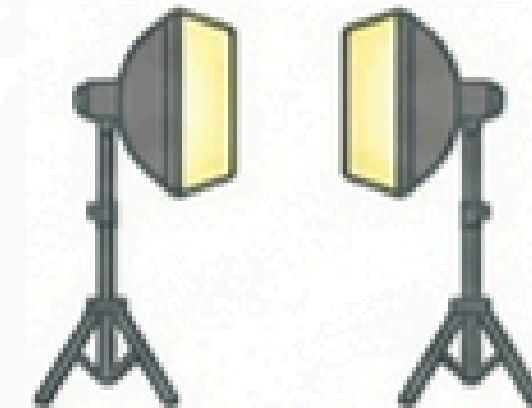
- Face a window
- Turn OFF overhead lights if they create shadows
- Avoid strong backlighting
- Light should hit the subject's face, not their back

Budget option:

- Ring light

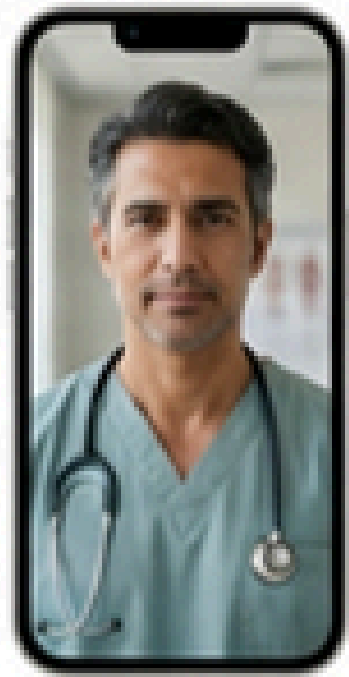


- Two inexpensive soft lights



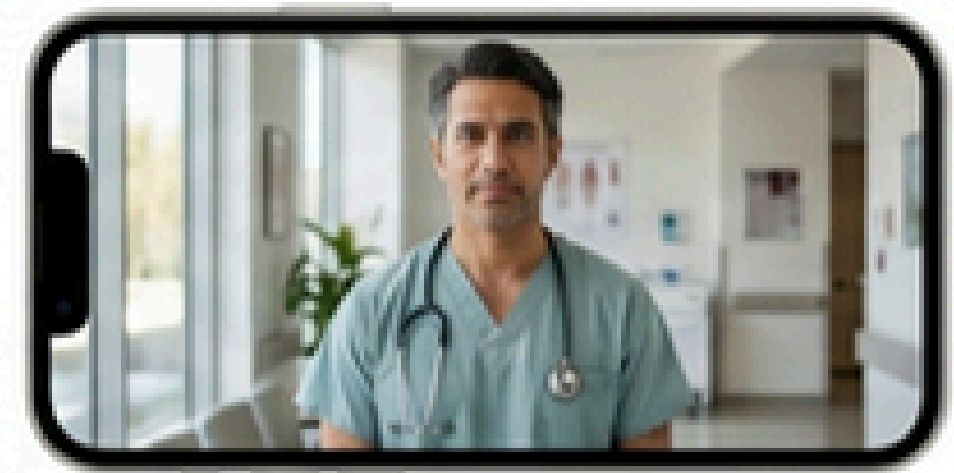
Composition & Stabilization

Vertical (9:16)



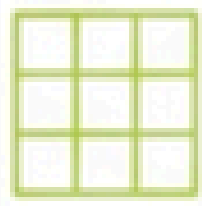
Social Media (Reels/TikTok).
Tight framing. Fill the screen.

Horizontal (16:9)



Website & Waiting Room TV.
Cinematic look.

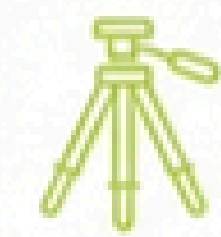
Composition Rules



Enable Gridlines: Align eyes with the upper third line.



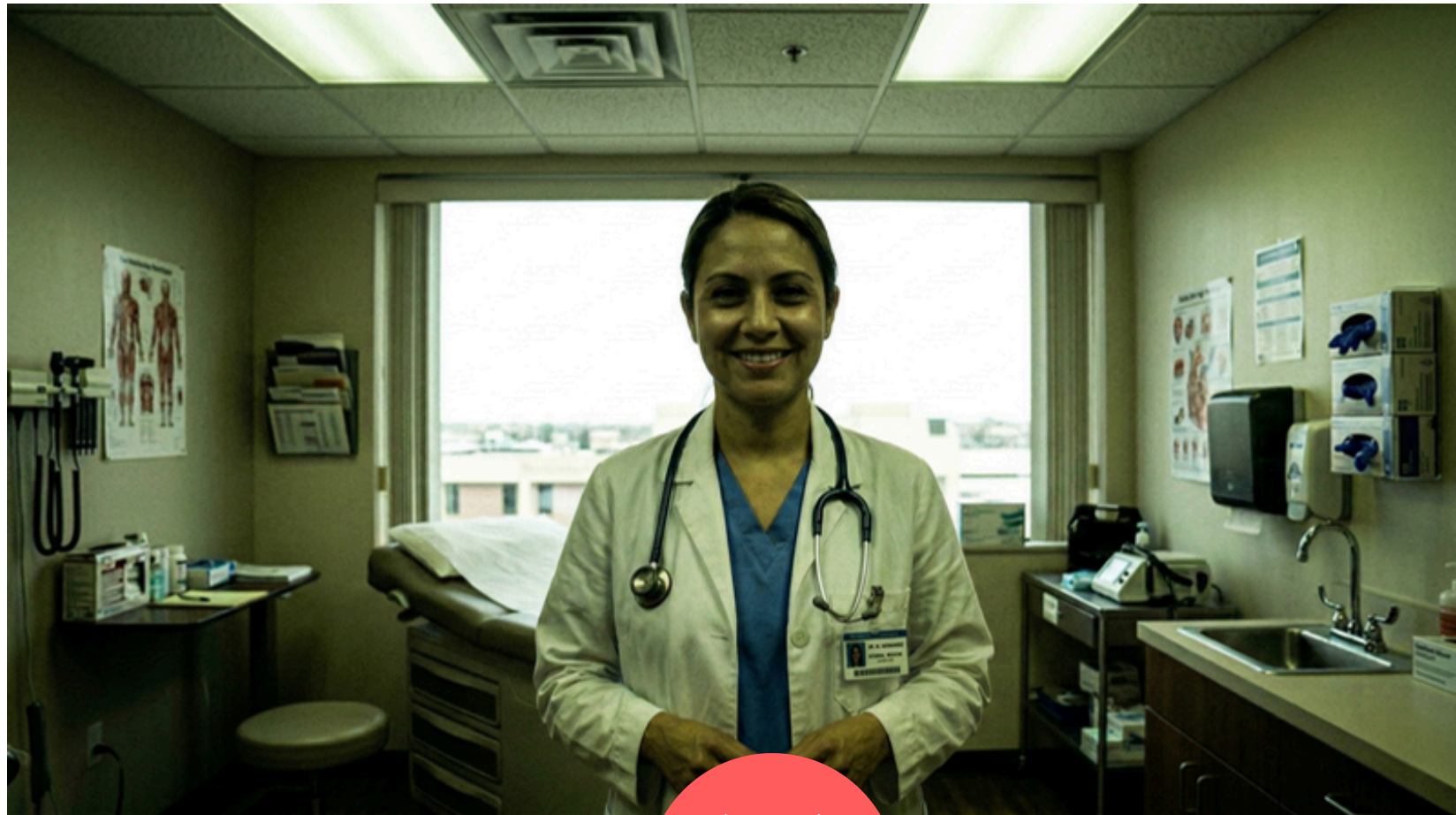
Watch Headroom: Don't leave too much space above the head.



Stability: Use a tripod for static shots.

Bad vs. Good Lighting

A few small adjustments can transform the appearance of your videos.



Sound Is Just as Important as Video

Rule: People tolerate imperfect video. They will NOT tolerate bad audio.



Problems to avoid:

- Echo
- HVAC noise
- Hallway chatter
- Paper shuffling

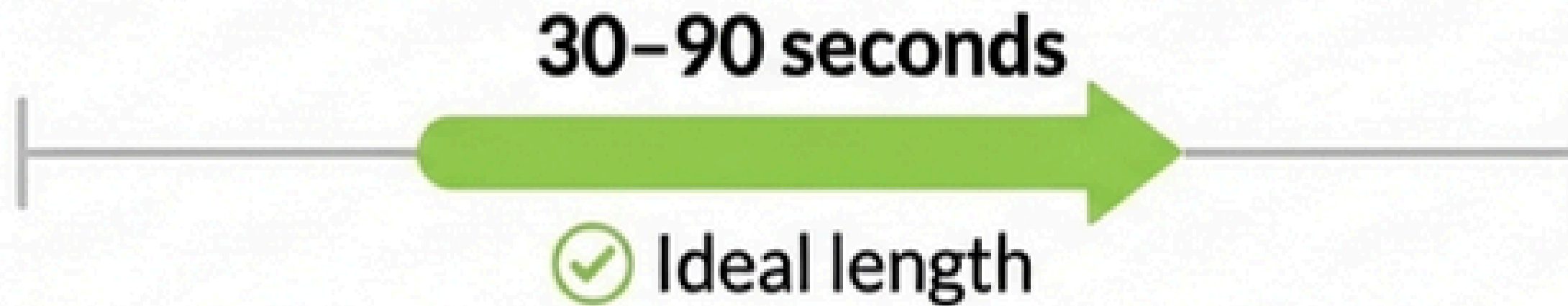


Budget solution:

- Wireless mic
- Record in quiet room
- Close door

Tip: Test 10 seconds before recording the full video.

Length & Style Strategy



Structure:

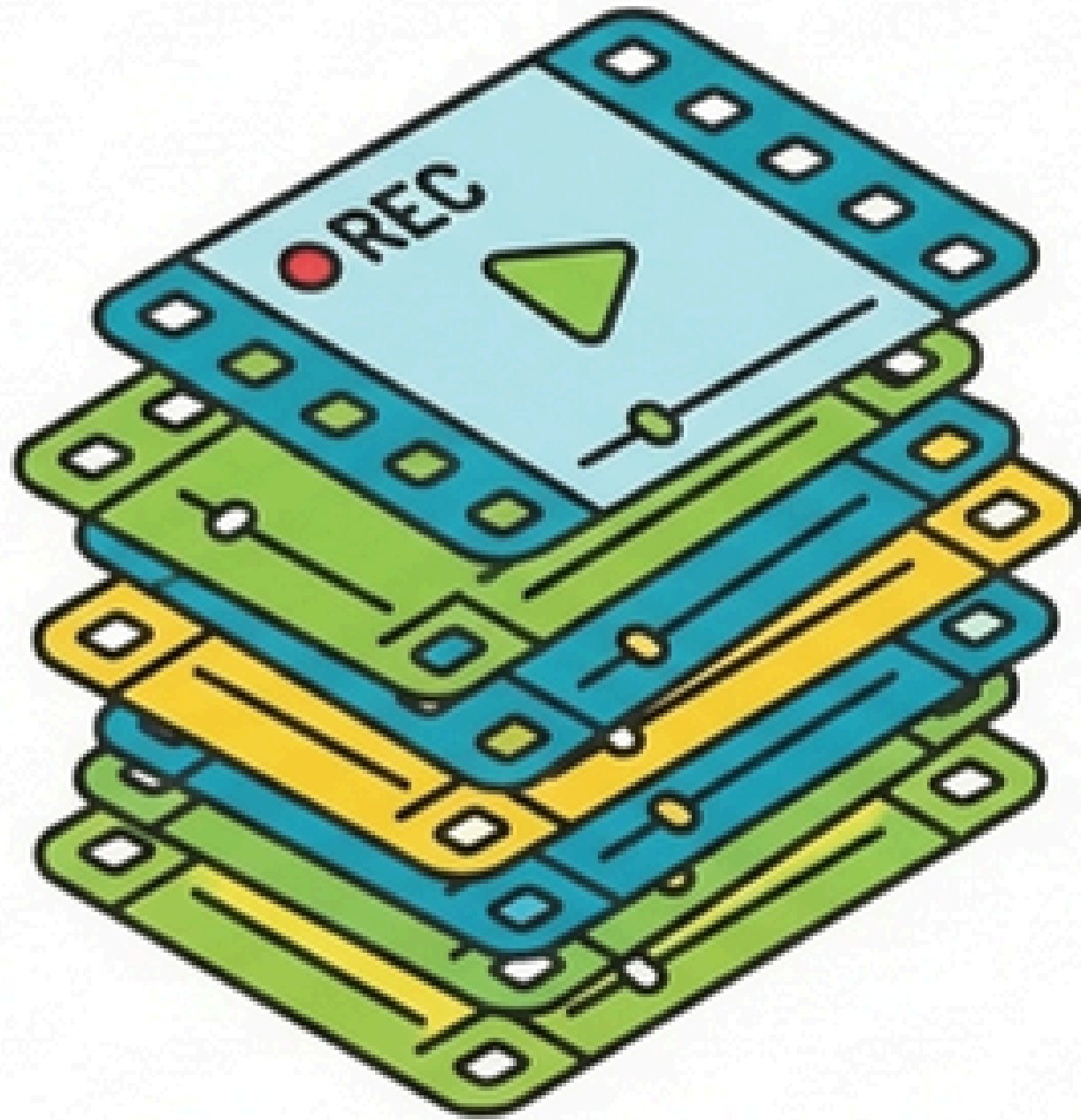
1. Greeting
2. Core message
3. Clear close

Short videos are easier to record, watch, and reuse.

Script or No Script?





- Best practice: ☰
Bullet points, not full script
- Practice once
- Smile 😊
- Be conversational

Batch Recording Strategy



Concept: Record 5–10 short videos in one session.




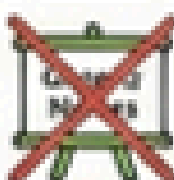

Benefits:

-  - Efficient
-  - Consistent lighting
-  - Same outfit
-  - One-time setup

Result: You now have months of content.

Privacy Considerations

Never show:

-  - Patient faces without written consent
-  - Computer screens
-  - Paper charts
-  - Whiteboards with names
-  - Background monitors

When in doubt: consult compliance advisor. ⚠️

What to Expect Next

Keep an eye on your inbox! We will be sending an email with the following tools to help you get started:



Full Presentation Deck



The Gear Guide



Exclusive PAHCOM Offer

www.everwell.com

Contact: (877) 732-5022 | subs@everwell.com

