

# Video Marketing & Patient Education for Medical Practices

Simple, Affordable  
Strategies that Work



# Content Creation Experience

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



**Loren Goldfarb**  
**Host**

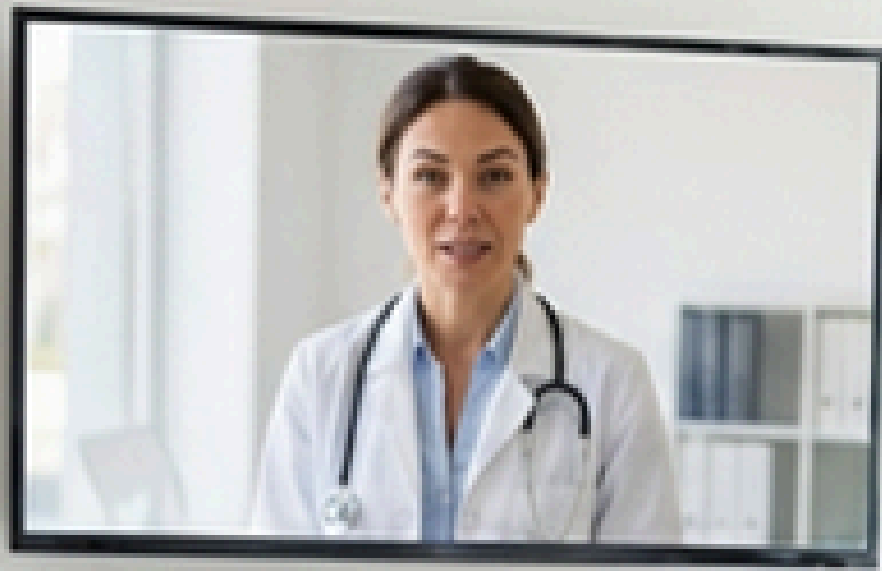
- **TV Executive & Strategist:** Over 19 years as COO and Partner at MediVista Media/Everwell, directing content for digital signage, web, and out-of-home media.
- **Broadcast Veteran:** Former producer for NBC News (including Dateline NBC), and the award-winning PBS newsmagazine HealthWeek.
- **Documentary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



## 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

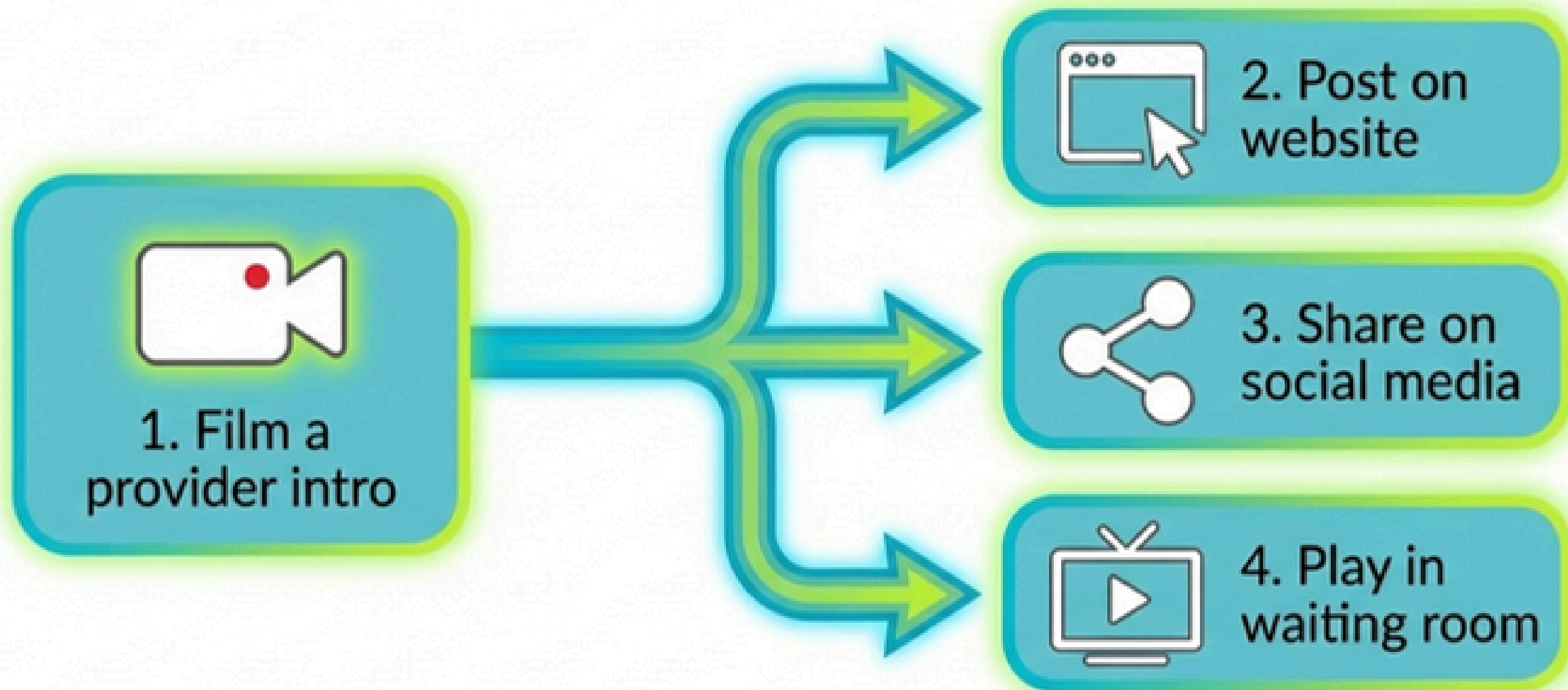


# Everywhere Patients Interact With You



# 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

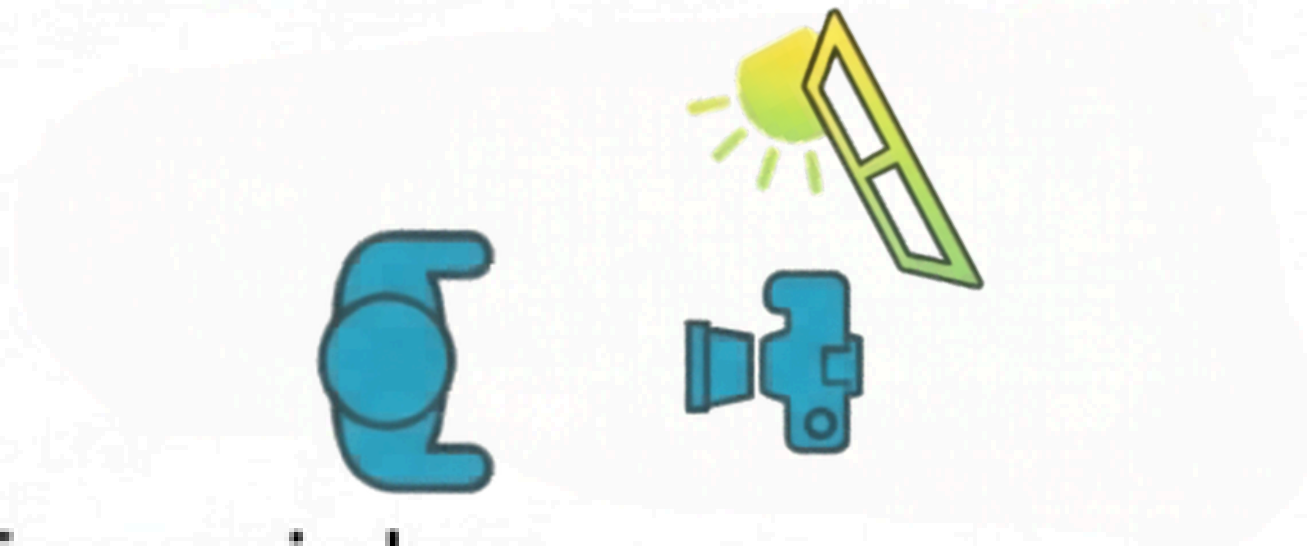
You can create professional-looking video.

The 4 Elements of Quality Video:

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

# Lighting: The #1 Difference-Maker

## Best option: Natural light



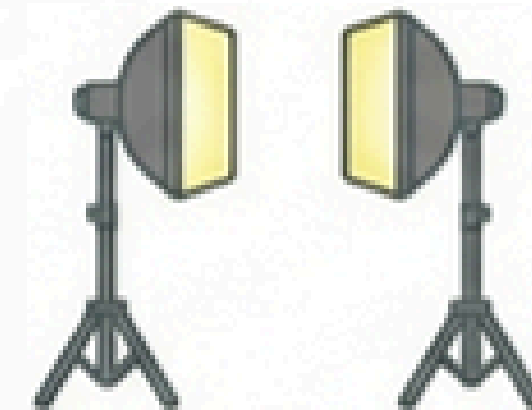
- Face a window
- Turn OFF overhead lights if they create shadows
- Avoid strong backlighting
- Light should hit the subject's face, not their back

## Budget option:

- Ring light

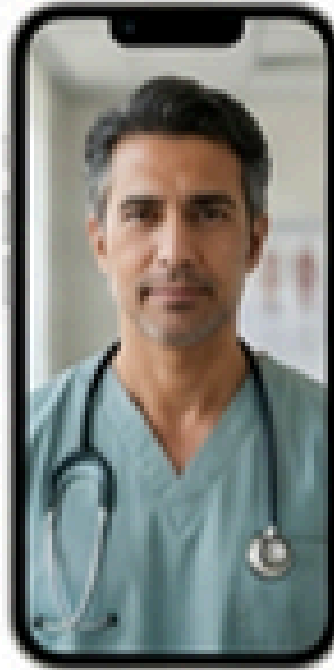


- Two inexpensive soft lights



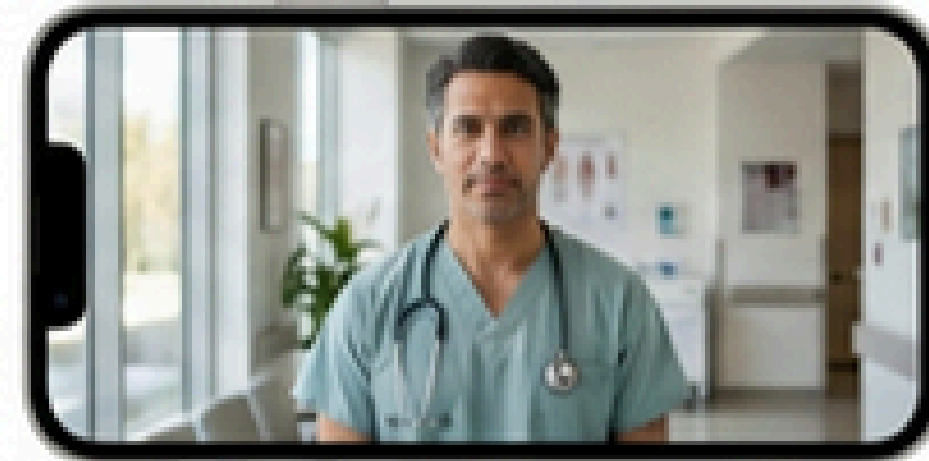
# Composition & Stabilization

## Vertical (9:16)



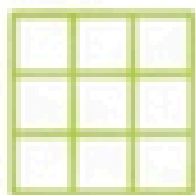
Social Media (Reels/TikTok).  
Tight framing. Fill the screen.

## Horizontal (16:9)

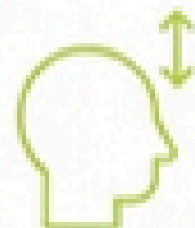


Website & Waiting Room TV.  
Cinematic look.

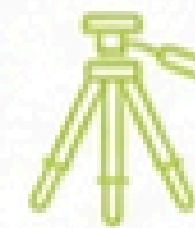
## Composition Rules



**Enable Gridlines:** Align eyes with the upper third line.



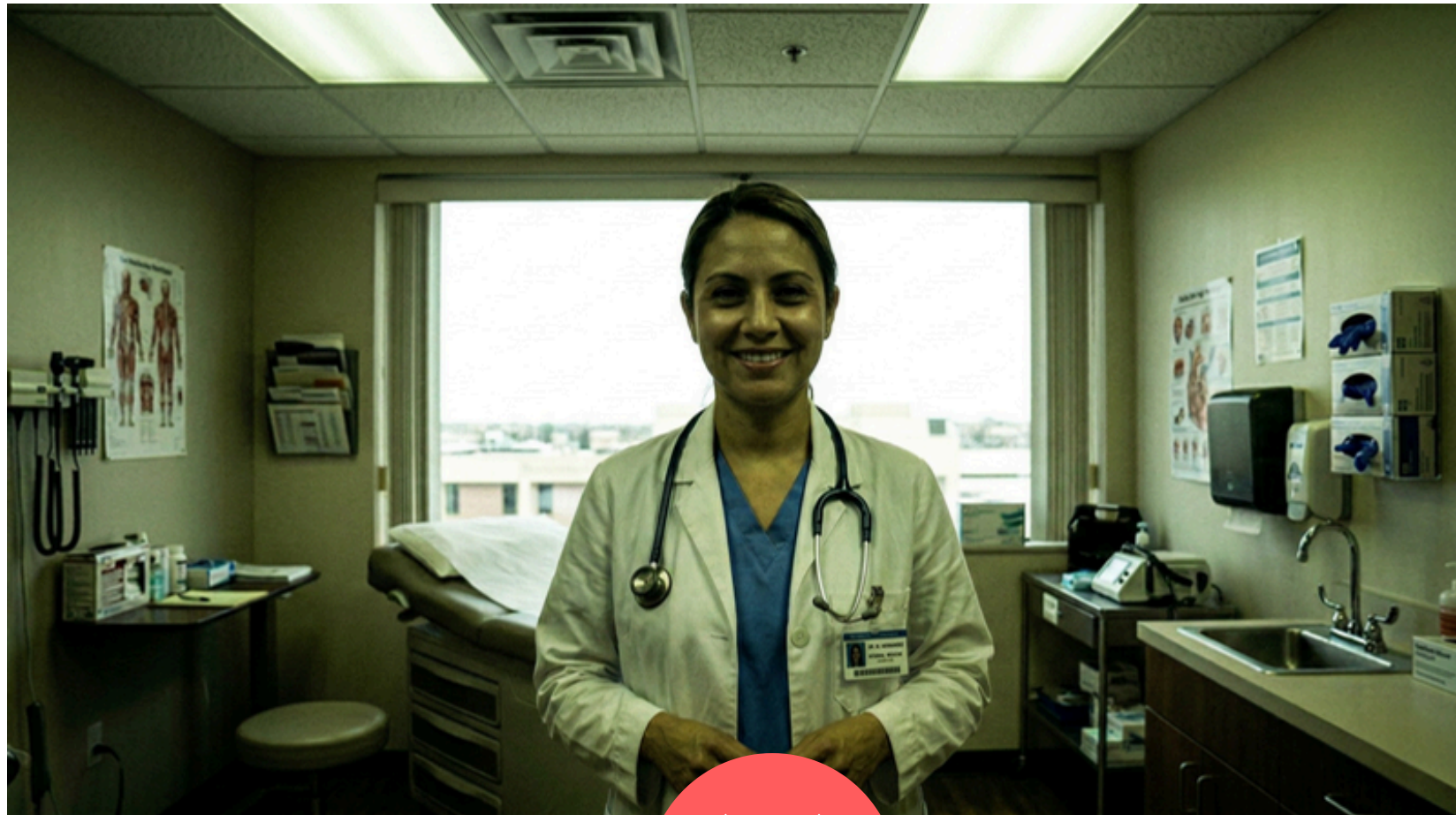
**Watch Headroom:** Don't leave too much space above the head.



**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

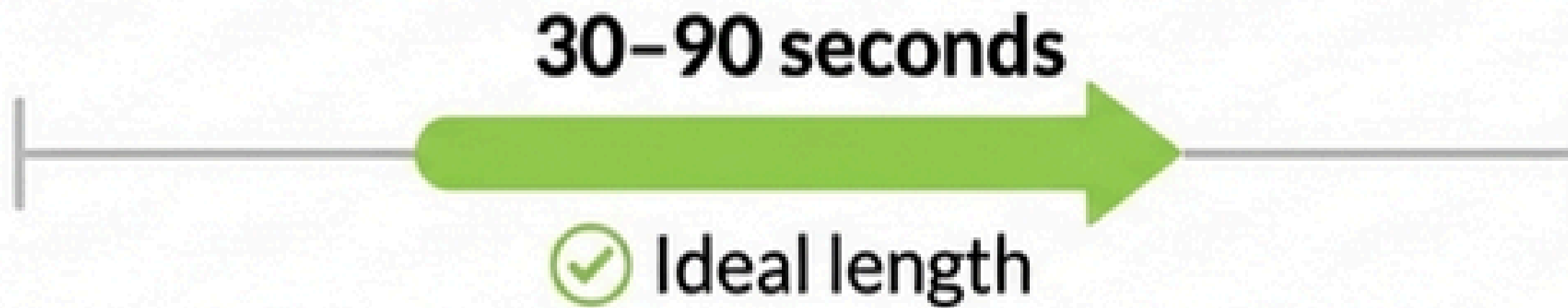


## Budget solution:

- Wireless mic
- Record in quiet room
- Close door

**Tip:** Test 10 seconds before recording the full video.

# Length & Style Strategy



## Structure:

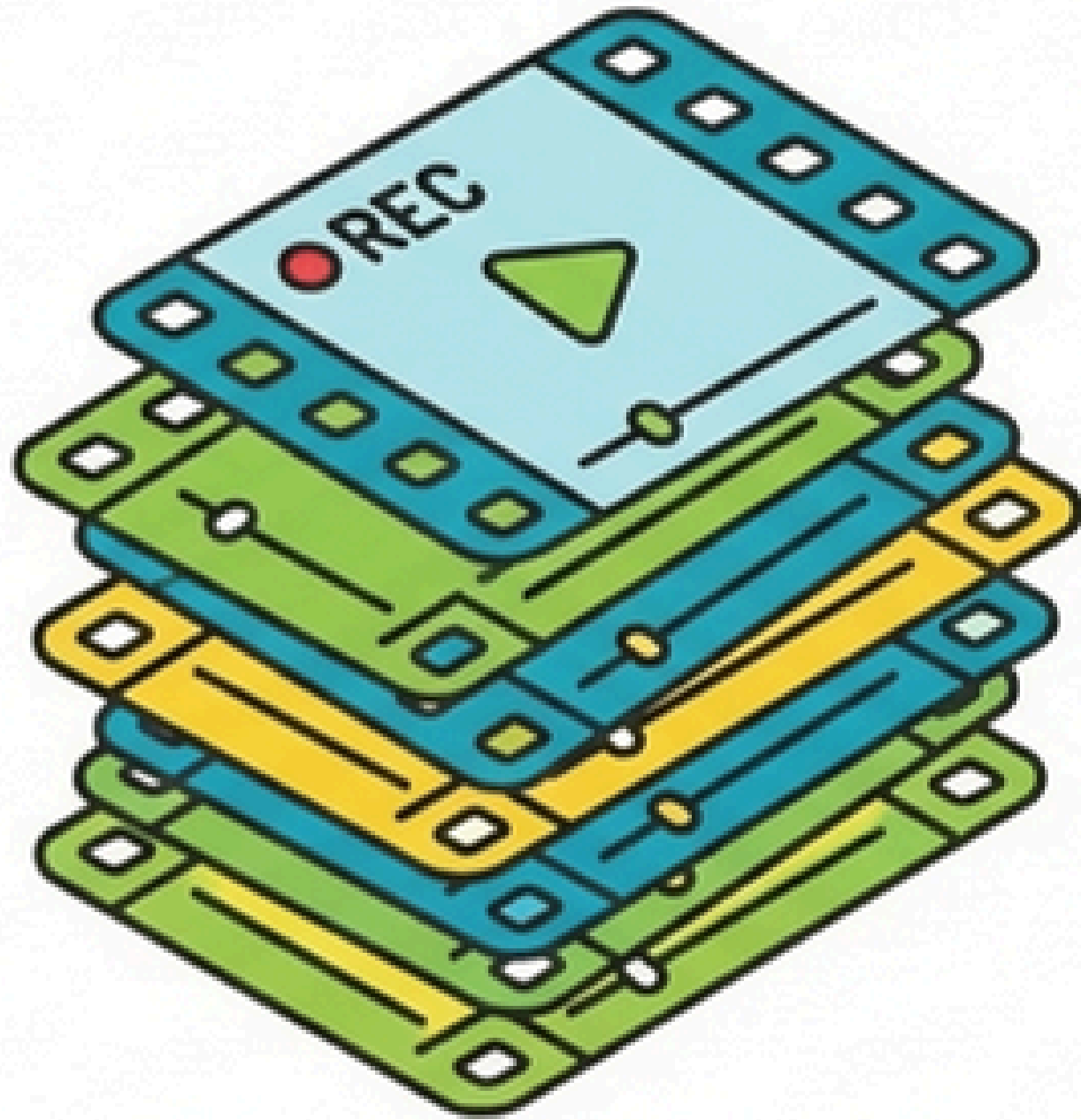
1. Greeting
2. Core message
3. Clear close

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.




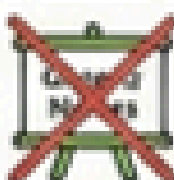

## Benefits:

-  - 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**

[www.everwell.com](http://www.everwell.com)

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



# Special Offer for Existing Customers

## Free Media Player

(\$199 value)

for adding a new subscription.



## 50% Off Media Player

for each additional subscription.



Offer good until June 1.