

*Online video is 3X more likely to increase the conversion of a viewer into a caller.*

# Professional Video in Healthcare

We offer the healthcare industry professionally produced HD Videos optimized for TV, web and mobile viewing.

## Healthcare Profiles

Our engaging and unscripted videos provide healthcare professionals with the opportunity to deliver a personal message to prospective patients that humanizes an otherwise clinical perception.

## Scripted Ads

Using a professionally written script and recorded voice-over, ads reinforce your message, educate viewers and deliver a compelling story about your practice and how you help patients.

## Testimonials

By using existing patients to communicate real experiences, video testimonials are perceived as genuine, believable and authentic. They are the most powerful way to build trust and credibility for your practice.



## Why Video

*87% of online adults use a search engine to find health information. This is an important consideration since video is 53x more likely to appear in a front-page Google result.*

## New to video?

*Here's a great way to get started:*

### ■ Larger Practices

Depending on the type of practice, you could start with a few 30-second testimonials from patients, an ad designed to create interest among site visitors and a 60-second profile that offers a positive overview of your practice.

### ■ Individual Healthcare Professionals

One 60-second personal profile and one 30-second patient testimonial designed to convert site visitors to clients.

**Contact us to experience how impactful adding professional videos to your marketing mix can be.**