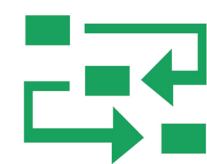


## HOW WE WORK



**Efficient Process:**  
Our on-site production format is built around healthcare systems. We understand the value of time for all involved - footage of physicians, staff, patients and b-roll is captured efficiently. Set-up is minimal and streamlined to avoid disruption.



**Online Scheduler:**  
This tool makes it easy to schedule timeslots for shoot days and provides visibility to the production schedule.



**National Network:**  
Our team of video professionals is located in every market across the country.

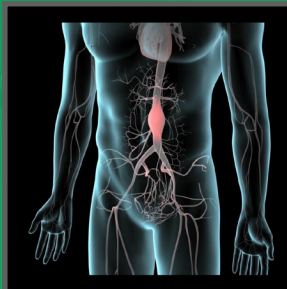
### Physician Profiles:

Building trust and connecting with your patients starts with your physicians. We develop impactful one-minute videos that bring your physician directory to life. We value a physician's time and only need 30 minutes to shoot each profile video.



### 3D Medical Animation:

Medical animation helps you present complex procedures in an easy to understand format.



### Service Line:

Promote key service lines with videos featuring your healthcare team.

### Patient Testimonials:

Sharing stories gives you the opportunity to highlight successes and increase the comfort level of potential patients. Our team follows a patient's journey of how they get back to doing the activities they love.



### Social Media:

Attract patients and increase engagement with videos produced specifically for your social channels.

### Procedure:

Helping patients understand complex medical procedures can be a challenge. We incorporate a physician's explanation of a procedure along with patient b-roll and



high-quality, powerful animation to provide a clear picture of treatment.

### Health Awareness Spotlight Campaign:

A custom 12 month video campaign educates your audience about important wellness topics.



# VIDEO SERVICES

## SUPPORTING THE PATIENT JOURNEY WITH VIDEO:

### AWARENESS STAGE:

Patient is actively researching about their own wellness and health.



### VIDEOS:

Social Media Marketing · 3D Animation  
Health Awareness Spotlight Campaign



### INTEREST STAGE:

Patient is looking for a trusted physician and reputable healthcare system for treatment of their medical condition or wellness check.

### VIDEOS:

Physician Profiles · Service Line

### DESIRE STAGE:

Patient is focused on treatment options and the outcomes of the procedures.



### VIDEOS:

Procedure with 3D Animation  
Patient Testimonials



**ACTION STAGE:**  
Patient Books  
Appointment.

## ABOUT US

Point Across Media creates concise storytelling videos for today's healthcare marketer. Our videos are designed for your digital strategy and strengthen the connection between patients, physicians and the healthcare system. For the past 10 years, we've worked exclusively in the healthcare industry. Through our background in television news and national network of video professionals we are adept at discovering and telling engaging healthcare stories.



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Healthcare Marketers



Create a video content strategy that drives volumes and increases patient engagement with your physicians and health system.



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