



Healthgrades.com Provider Videos

Healthgrades.com is the #1 site for consumers looking for a doctor.

We help millions of consumers each month find and schedule appointments with their provider of choice.¹ And 67% of visitors who search for doctors on healthgrades.com will make an appointment within a week.²

Looking to increase user engagement on your profile and to establish a connection with potential patients? Adding a clear video play icon to profile photos tripled the number of patients who watch a video. Additionally, those who watched a provider's video were 50% more likely to contact their practice.³

We recommend uploading a video to your profile to help with this increased engagement.

Already have a video? Go to update.healthgrades.com to upload it there.



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WHAT TYPE OF VIDEO IS BEST?

Videos are a great way to help create an immediate, personalized connection with a potential patient. Briefly discussing how you approach patient care or helping the viewer learn more about what makes you uniquely you can help strengthen this personal connection and build trust. Your profile video can answer some or all of the following questions:

- *Why did you want to become a doctor?*
- *Where did you go to medical school? Where did you do your residency?*
- *Why did you choose your specialty?*
- *What's your approach to patient care?*
- *Why have you chosen to practice in your community/health system/hospital?*
- *Can you speak to any professional accomplishments or certifications?*
- *What's something your patients may not know about you? (hobbies, hidden talents, etc.)*

To make the most of your video and to help keep potential patients engaged, we recommend a video that's 30 seconds to 2 minutes long.



WHAT'S THE BEST WAY TO SHOOT A VIDEO?

Recruit a Coworker

Shooting a video on your own can be challenging. It could be helpful to recruit a coworker in your office to help you set up in a well-lit, quiet location to shoot your video. They could also help make sure your shot, or how you look in the camera lens, is clear and looks polished for your final video.

Quiet Location

Shoot in a quiet location where your audio can be easily picked up. The location should be free of echo, background noise, and distractions. A quiet office or exam room are great options.

Clear and Well-Lit Background

Be mindful of your background, clearing the space of any unnecessary clutter. Adjust the lighting in the room or take advantage of natural lighting. Do not sit with a window behind you; sit with a window in front of you so it lights your face. Some physicians and providers have shot their videos outside, but be sure there won't be harsh lighting or background noise if you choose this option.

Use a Horizontal Aspect Ratio

Set your camera up to film in horizontal format, which creates the best possible viewing experience. Sit close to the camera to avoid using any zoom feature—zoom often makes the final video look pixelated and blurry.

Be Mindful of Your Camera's Angle

When making a video, you can use the same tips that work for photographers and artists. For example, the rule of thirds allows you to create a sense of balance in your video. Imagine the screen is divided into thirds by two horizontal and two vertical lines. The most important elements in the video should align with the intersection of these lines.

When filming an interview, place the camera right below eye level and align your eyes with the top horizontal line at one of these intersections. Leave space above your head at the top of the shot. This will improve your composition and add visual "breathing room."



Steady Shot

Make sure your recording device is securely mounted. You can use a stand or something sturdy to mount your camera, cell phone, or recording device. A clean, steady shot is a must for a professional video.

High-Quality Audio

If possible, use headphones or an external microphone to minimize the amount of audio feedback present on your video. Try to choose a microphone option that will isolate your voice as much as possible.

Important Tips

When recording, break your script into short paragraphs and record it section by section until you capture a great take of each. This approach is much easier than trying to capture all of your talking points in one fell swoop.

Be Mindful of HIPAA

Your video content will be visible on a public website, so be sure to adhere to all HIPAA standards. Common HIPAA Violations include:

- Posting of images and videos of patients without written consent
- Posting of any information that could allow an individual to be identified
- Sharing of photographs or images taken inside a healthcare facility in which patients or PHI are visible⁴



HOW DO I ADD A VIDEO TO MY PROFILE?

Go to update.healthgrades.com to upload your video.

