



## Healthcare Case Study: Solving Marketing Pain Points

Creating sales and recruiting content for a national healthcare company is no small feat.

Clinicians and leadership speak from the heart, and from experience, in a way that elevates recruiting and business development and sales.

Yet, the reality is stark. Filming across dozens of states and hundreds of cities for one campaign isn't just costly, it's impractical. And asking clinicians to halt their crucial work to film in a studio or disrupting medical facilities with production isn't ideal.

Despite these hurdles, we consistently partner with healthcare companies to create extensive portfolios of effective recruiting and sales videos. We strive to showcase their best and brightest while controlling costs and eliminating challenging schedule demands on team members.



# Great video doesn't need to be a headache.

We produce brand films with a large crew in a studio setting for clients where it makes sense. However, our process tailors productions to the specific challenges and needs each of our healthcare clients face.

Our team can work nimbly with a light footprint when required and create studio-quality interview content in offices and hotel conference rooms. By filming over 2-4 days at a company meeting or internal conference, we're able to feature people who are spread out around the country in a single production.

In a production for a national hospital medicine company with 60k employees, our streamlined process enabled us to deliver:



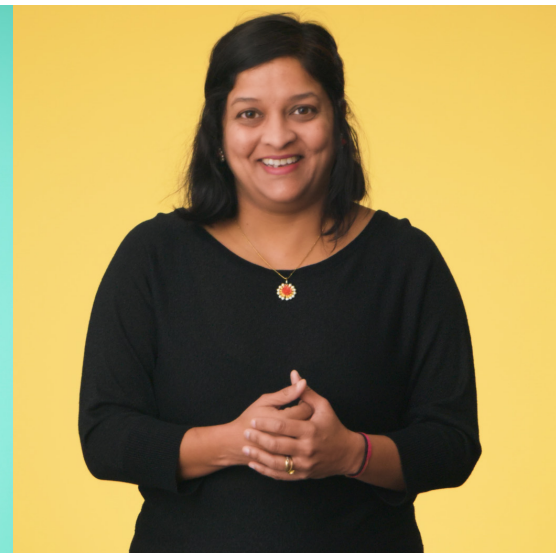
2.5  
days

*production time on location  
at an annual company  
leadership conference*



30  
interviews

*featuring clinicians and  
company leaders, filmed in  
30 minutes or less of each  
person's time, at a meeting  
they were already attending*



35+  
videos

*to elevate sales and recruiting  
efforts in a campaign spanning  
two years*

# Engaging video empowers your team

The quantity of content that comes from a production like this makes an impression, but the quality of the videos and the results they generate are what add value. As we explore in our [free engagement guide](#), strategically grounded videos make dramatic, measurable improvements to a company's online presence.

This empowers your sales and recruiting efforts. In fact, 87% of video marketers find that video has helped them generate leads. These videos are tools that provide a uniquely clinical perspective your prospects might not otherwise get to see firsthand.

They can also highlight your recruiting and sales teams by putting a face and concise, refined messaging to a name for audiences your team can't meet with directly as a first point of contact.

While this content is targeted and specific, much of it is also evergreen. The production in this case study took the better part of three days, but it created years of value for the client, with these videos available as sales tools and targeted recruiting messages for years to come.



See more statistics about the efficacy of video marketing in Wyzeowl's 2023 survey results:  
<https://www.wyzeowl.com/video-marketing-statistics/>

# Book a strategy session



Whether you're looking to focus on business development sales, recruiting, or boost other engagement metrics in your healthcare business, we'd love to take a high-level overview of your business together.

Our strategy sessions typically cost upwards of \$1000 to begin planning a new video campaign. If you've gotten this far you're likely working in healthcare and the type of person we'd like to meet, so we're offering your first strategy session for free.

In this first session, we'll explore:

- Understanding your ideal customer or recruit
- Current marketing and video implementation: what is working and what isn't
- Challenges you're looking at right now and whether video is a part of solving them
- Potential ROI for a video campaign and what you'd like to accomplish
- Actionable tips to make improvements right away

Our goal is to provide you with ways to implement video-related improvements quickly.  
To get started, you can email us directly at [philip@vdynamo.com](mailto:philip@vdynamo.com)