



# Essentials

## of Effective Patient Videos (and why most organizations can't get it right)

Videos of patients who have lived through diagnosis and treatment, and want to share their story, can significantly deepen engagement with a brand and improve patient health literacy.

Every digital platform has increased its reliance on patient video, so if you're a pharmaceutical marketing professional, patient video that inspires and changes behavior must be a central component of your brand's strategy.

***Here are  
7 Essentials of  
Effective Patient  
Videos we've  
learned from  
our years of  
work as  
specialists and  
pioneers in  
patient health  
videos.***

# 1

## Build your video on the foundation of research

A firm research foundation eliminates the risks, delays and avoidable costs associated with subjective decision-making. Through research, define the person your video is meant to affect, and the objectives you hope to achieve.

- Understand the relevant disease category, patient segment, possible patient journeys, and inflection points.
- Know the featured patient, once chosen, in depth.
- Utilize behavior science research to determine how best to capture attention, and address different challenges for different video formats.
- Rely on research for placement of call to action, cadence, audio, and impact of shot-framing on viewer engagement. Then, apply that research to the productions.

# 2

## Master the Preproduction Process

Thoughtful, experienced preproduction processes ensure alignment with Medical, Legal and Regulatory (“MLR”) requirements.

They also avoid delays and cost-overruns resulting from re-shoots, re-editing and other post-production corrections. Aligning creative with MLR requirements is a challenge which many fail. Proper pre-production will eliminate the compromises which result in a contrived, low-impact (yet expensive) video.

Similarly, contingency planning during preproduction is essential. Planning for back up footage, alternate angles, still photographs, possible label changes, and requests for longer or shorter final durations and formats are the hallmark of an experienced video production company.

## Take patient recruitment seriously

# 3

Tightly integrate the patient recruitment and production processes. Identification and preparation of the right patient(s) are essential to engaging with viewers. The film producer is in the best position to find real patients with engaging stories, and motivate them to share their experiences in a powerful way.

Careful research and pre-production processed are again important in the context of patient recruitment. Inattention here leads to MLR issues. The recruited patient may not be affected by disease in a manner consistent with your desired messaging. That patient may be appropriate for one intended audience segment, but not another.

Of course, the better access your producer has to relevant patient populations, the more likely you will recruit the ideal voice for your message. Equally important is the ability of the producer to engage on an emotional level with the selected patient, to draw out and capture on film her true voice.



## Communicate with MLR from beginning to end

It is the rare production team which is able to ensure the survival of powerful creative while meeting all MLR requirements. Key to this dual skillset is regular, credible and attentive engagement with MLR representatives at all production stages—creative brief, patient recruitment, scripting, shot-list, B-roll, alternative footage, editing, fair-balance placement, adjustment for video platform and many other variables. Indeed, an experienced video production company helps MLR set guidelines around each patient's authentic story rather than a script.



## Dramatic Arc/Art & Science of Interviewing

Skilled documentary film-makers achieve a moving response. Through their interviews, they reveal layers and texture to engage the viewer in a story. They develop a dramatic arc,

culminating in a powerful climax and resolution. Healthcare stories should and can follow similar arcs. This is, however, challenging given expectations of shorter message lengths and abbreviated attention spans.

## Plan for contingencies, including multi-channel distribution

Unforeseen circumstances can disrupt even the best production processes. Failure to plan for contingencies has led to long delays, and large budget overages, for many brands. A good example is the proliferation of video formats across social media where a production may have the biggest impact. However, such possible alternative formats have major implications for length, story arc, cadence, and placement of brand name, fair balance, offer, and call to action. An experienced production team will prepare for and film alternate footage based on such varied considerations.



# 7

## Set up your KPIs, and plan for data and learning

Include in every creative /project brief well-thought out key performance indicators, relevant to business impact through video. Know what you are trying to achieve in as quantitative a way as possible. For example, use a controlled study with and without the video exposure (test versus control) or with alternate videos (A/B test). Of course, track traditional media metrics like cost-per-click, and cost-per-acquisition/conversion (person converted to a purchaser) to determine which channel or creative has the greatest ROI.

Data and learning can be applied in many ways, but the set-up of a data plan for your patient videos is an essential step to ensuring campaign efficiency and business impact. It can also be quite straight forward, and incorporate readily available tools such as the suite available through Google Analytics. Embedded surveys that run during videos can capture viewer mindsets and reactions to content.

The content of your video and the tools used for measurement should be clearly tied to your business objectives. Do you want to bring people to your website? Download a form? Measure what matters.

In the case of underperformance (it happens) having a video partner who understands how to use data to improve the video through editorial tweaks (with extra footage shot through forward contingency planning) can be significantly more cost effective than leaving a video unused.

Patient videos support a range of points along a patient's journey and are used to support corresponding communication goals. Each of these might have a path you hope people will follow and actions you hope they will take to move them along the adoption funnel. These steps along the adoption funnel are the junctures at which you should align sets of KPIs for tracking of video impact.

# BONUS ESSENTIAL



## Hire a specialist

Advertising agencies are called upon to do a wide range of tasks, are juggling many responsibilities, and lack the specialized patient video experience that is becoming increasingly imperative in this mobile-first world. The implications for producing video with consideration of all of the above essentials is simply beyond most generalist health-care ad agencies. An agency with an exclusive focus on patient video can supplement your agency of record (which might already be struggling), and lift the performance of the entire integrated team. A specialist agency can add significantly important insights to your integrated agency team. Such focus and experience makes life easier for brand marketing executives and their review teams, while maintaining the integrity of an authentic story, delivered in a way that's proven to move people.

## Dramatic Health

We are focused, expert partners with unparalleled experience and results in health video earned over 14 years alongside brands, their agencies, and their MLR teams across nearly every disease and condition.

Through our integrated, turn-key approach we make health video more impactful and our clients' lives easier from patient recruitment through measurement and optimization, across every video platform.

To learn more, visit our website:  
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