

How to Use and Create Videos for Patient Education

By Emma Kouguell

What's ahead

- ▶ Why video is a unique content form
- ▶ How video promotes health equity
- ▶ The secret to a strong video
- ▶ How to evaluate what should be a video
- ▶ What is a video distribution plan?

What's ahead

- ▶ Video creation options and the production process
- ▶ Video mindsets to embrace and avoid
- ▶ Tips for working with subject matter experts
- ▶ How to grow your video skills

Why video is a unique content form

- ▶ Visual
- ▶ Engaging
- ▶ Narrative

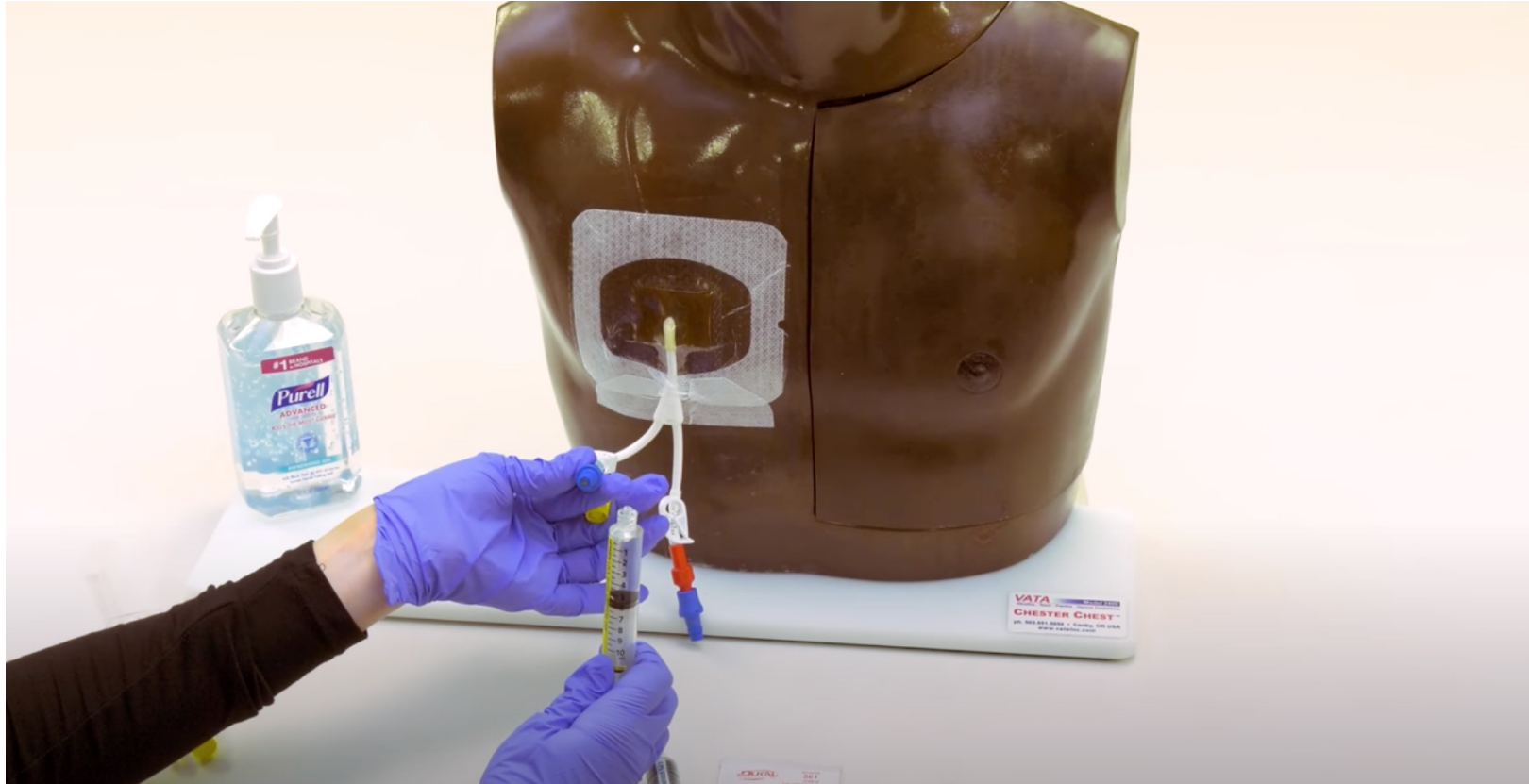
How video promotes health equity

- ▶ Creates greater accessibility
 - ▶ Wide distribution
 - ▶ Relatable visuals

What's the secret to a
strong video?

The secret to a strong video:
Show, don't tell

Fred Hutch videos



How to evaluate what should be a video

- ▶ Consider target audience size
- ▶ Look at previous videos you've created
- ▶ Talk to or survey patients

How to evaluate what should be a video

- ▶ Evaluate visual potential. What's the “show, don't tell” ratio of the video request?
- ▶ How will the video offer something new or better than other content forms (writing, e-learning, audio recording)?
- ▶ Will the video appeal to visual learners and increase comprehension? How?
- ▶ If you're asked to create a video based on pre-written content, can you simplify the content?

What is a video distribution plan?

- ▶ A video distribution plan is where your content will be posted and how it will reach your audience.

Questions to ask for a video distribution plan

- ▶ How will the video be used?
- ▶ How will staff know about and access the video?
- ▶ How will patients learn about the video?
- ▶ How will patients remember and/or be able to access the video at home?

Visual video ideas

- ▶ How-to (demonstration) videos
- ▶ Process videos
- ▶ Explanation videos

Options for creating videos

- ▶ Yourself
- ▶ Marketing and/or communications colleagues
- ▶ Vendors
- ▶ Freelancers
- ▶ University students

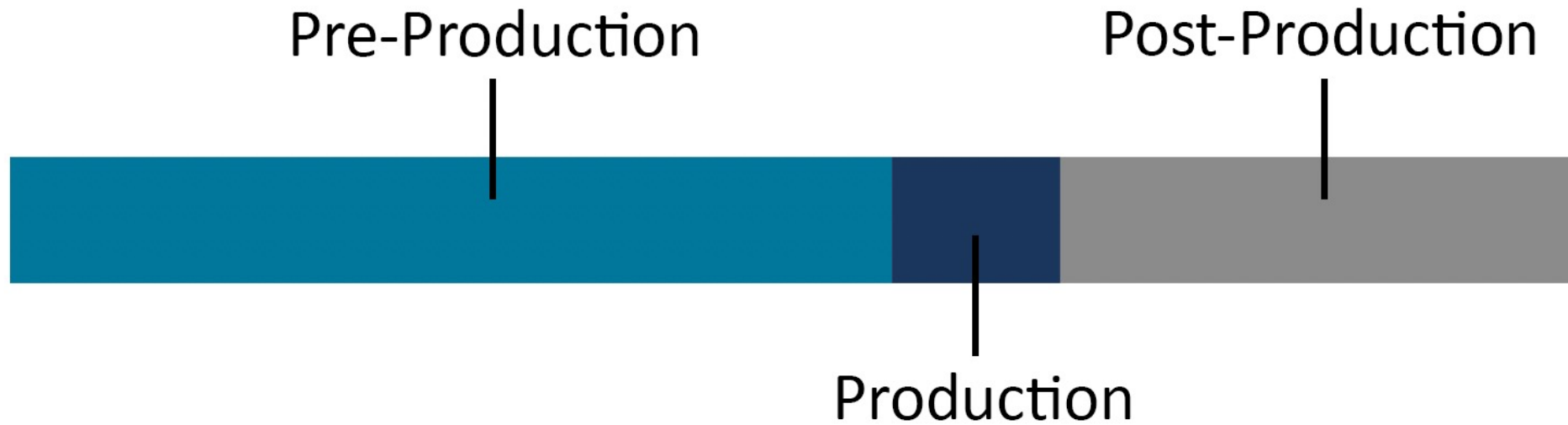
Common video equipment and tools

Pre-Production	Production	Post-Production
• Word (scripting) • Excel (timelines, budget) • PowerPoint (storyboarding)	• Camera • SD cards • Tripod • Audio (microphone, cables, recorder) • Headphones • Lights • Teleprompter	• Editing program • Editing computer • SD card converter • Headphones • External hard drive

Elements of video

- ▶ Speaker/interview footage
- ▶ B-roll footage
- ▶ Animation
- ▶ Motions graphics
- ▶ Illustrations
- ▶ Images
- ▶ Text
- ▶ Music
- ▶ Sounds effects
- ▶ Voiceover

What is the video production process?

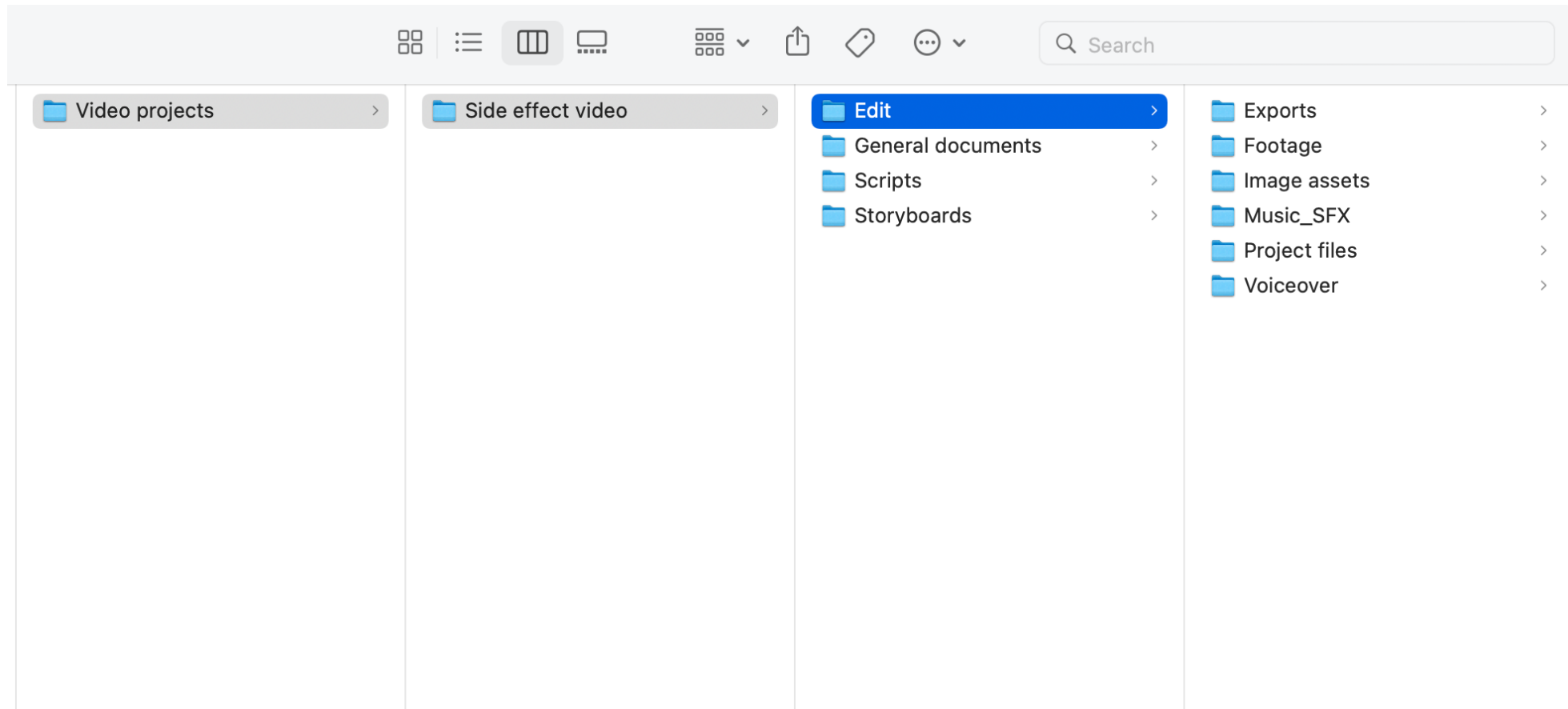


Pre-production (planning and coordination)

- ▶ Figure out how you will create the video
 - ▶ What are the roles of people involved in the project?
 - ▶ Who needs to review the video?
 - ▶ What's your project timeline?
 - ▶ What resources/tools do you need to get the project done?

Pre-production (planning and coordination)

- ▶ Create and organize project folders



Pre-production (planning and coordination)

- ▶ Gather content
- ▶ Create project timeline and process for collaborators (more later)
- ▶ Write and revise the script (planning audio and visual)
- ▶ Create and review any storyboards

Pre-production (planning and coordination)

- ▶ Plan the shoot
 - ▶ Where will you film?
 - ▶ What equipment do you need?
 - ▶ Create shot list (very important!)
 - ▶ Create shoot schedule

Pre-production (planning and coordination)

- ▶ Select on-camera talent
- ▶ Plan illustrations, stock images, etc.
- ▶ Get reviews/approvals/permissions

Production

- ▶ Film footage
 - ▶ On-camera speaker
 - ▶ Interviews
 - ▶ B-roll (footage that illustrates the content)
- ▶ Record voiceover

Post-production

- ▶ Load footage onto your external hard drive or computer
- ▶ Review, compile, and edit video and visual assets (stock images, motion graphics, etc.)
 - ▶ Color correction
 - ▶ Audio correction

Post-production

- ▶ If applicable:
 - ▶ Work with illustrator on any graphics (can also start this earlier in process)
 - ▶ Select and add music, sound effects, and voice over
- ▶ Get reviews/approvals
- ▶ Upload and deliver the video

3 video mindsets to embrace

- ▶ Make things as easy as possible for other people.
- ▶ Plan as much as you can.
- ▶ Use internal resources when possible.

3 video mindsets to avoid

- ▶ “We can just fix it in editing!”
- ▶ “We need the newest technology and specs.”
- ▶ “Let’s put music in the entire video.”

Working with subject matter experts (SMEs)

- ▶ What is the SME role on the project?
- ▶ Set clear expectations.
- ▶ Make video production process clear.
- ▶ Get SME feedback early in the process.

VIDEO PRODUCTION PROCESS - HOW TO EAT AND DRINK WHEN NOT FEELING WELL			
1	PRE-PRODUCTION	ASSIGNED TO	APPROX. DATE
x	Gather video content	Ray	March 2022
x	Script video	Emma	March 2022
x	Create storyboard	Emma	April 2022
x	Review storyboard	Ray	April 2022
x	Plan shoot logistics (where to film, when to film, etc)	Emma	April/May 2022
x	Select on-camera talent	Emma & Ray	n/a
2	PRODUCTION	ASSIGNED TO	APPROX. DATE
	Film video	Emma	May/June 2022
	Record voiceover (if applicable)	Emma	May/June 2022
3	POST-PRODUCTION	ASSIGNED TO	APPROX. DATE
	Edit video	Emma	May/June/July 2022
	Create graphics w/graphic designer (if applicable)	Emma	May/June/July 2022
	Gather stock images (if applicable)	Emma	May/June/July 2022
	Review video cuts	Ray	May/June/July 2022

How you can grow your video skills

- ▶ Take classes
- ▶ Do online learning, such as on Lynda.com, YouTube, and CreativeCow
- ▶ Shadow and/or collaborate with people in other departments
- ▶ Jump in and learn along the way

Thank you!