

How To Shoot Patient Testimonial Videos

Recording Patient Testimonial Videos is Fun and Easy

Do you have a patient who you know has had a great experience with your practice? Film a brief testimonial that gives the patient the opportunity to tell the story of their experience. New patients will feel confident that they are in the right place when they see a testimonial of someone just like them, that has seen great success in your clinic. This kind of video is great to send to your patients between their first and second visits to help patients feel they are in the right place.



Testimonial Tips.

1. Easy Setup. Have a location set up where these can easily happen when the right patient is at the practice and volunteers or agrees to offer a testimonial.

2. Ask the patient to:

- Smile! (This first smile can be used as a still shot for the video's thumbnail.)
- Introduce yourself.
- Briefly describe how you felt prior to care/health challenges.
- Describe the care plan process and how long you have been with the practice.
- Tell us how you feel after going through care with this practice

3. Make them comfortable! Encourage the patient to be themselves, and offer to do a few takes if they'd like.

The goal here is to have patients give their story to a potential care plan patient who has similar health challenges, before, during, and after care. When a new patient sees other people with similar issues have seen success in this office's care plan, the new patient feels like they are not alone.