

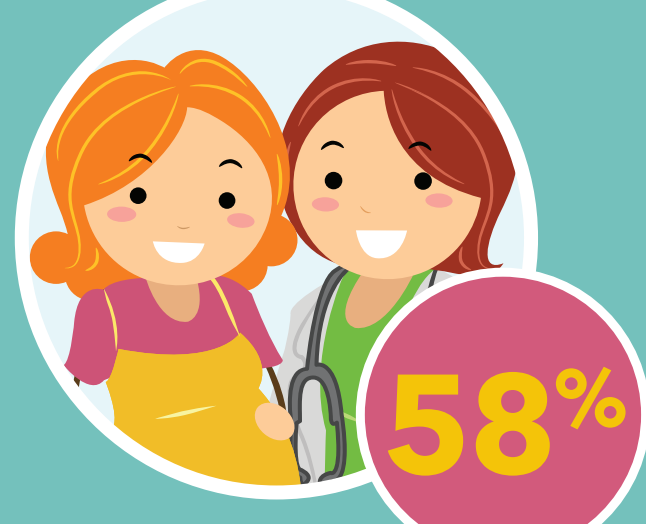
The Human Connection

LET IT BEGIN WITH A DIGITAL VIDEO

Harnessing the emotional power of video to engage patients, empower front-line hospital employees, amplify communications and create lasting human connections.

The Time Gap

Patients crave time and attention. Physicians do too.



cited time with their doctor as key to their satisfaction

8 minutes
The amount of time new providers spend with a patient

21.7 hours a day
the time a PCP would need to provide recommended acute, chronic and preventive care to a panel of 2,500 patients

The Power of Video

Getting to know you. Spending time together.



of patients go online to research their doctor



FUSIFORM FACIAL AREA

makes us pay attention to faces—we're hard-wired to use the human face as a gathering point for information and believability



PHYSICIAN PROFILES

Patients are **3xs** more likely to engage with online video profiles

Video Love

Connecting on Facebook, Google, Twitter, websites, TV and cable programs.

74%

By 2017
74% of internet traffic will be video



FROM 4 BILLION TO 8 BILLION

The increase in average daily video views on Facebook between April & November 2015

53x

Your chances of getting a page one listing on Google go up **53 TIMES** with video

Touching the Emotions

When we watch a video, we become immersed in it and create an empathetic connection with the screen.

Empathetic

Purposeful

Understanding

Hopeful

1 MINUTE
of video is worth
1.8 MILLION
WORDS

Comforted

Joyful

Inspired

Challenged

Engaging Employees

Organizations with engaged employees outperform those without engaged employees by up to 202%.

95%

of engaged employees feel at least 3 of the following:
Enthusiasm • Inspired
Empowered • Confident

5x 
Higher

the engagement level of employees who experience positive vs. negative emotions

60

and counting

employees sharing positive video stories
THAT'S ENGAGEMENT

Takeaway

Video is emotional. It is on the increase.

It is engaging. It creates connection.

Introducing patients to caregivers through online videos can increase website views, increase downloads from your website, increase positive sentiment both online in comments and reviews, and shift employee engagement as a result of your staff's active involvement.



HTK MARKETING COMMUNICATIONS

Our aim is to improve lives and create a healthier world. Our clients include challenger hospitals and healthcare facilities leading the transformation of health and healthcare in America. Find out more at htkmarketing.com

Creating a healthy world

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