



VIDEO FOR
HEALTH
COMMUNICATIONS

WELCOME



ANDREW MUIR SCRIPTWRITER



AGENDA



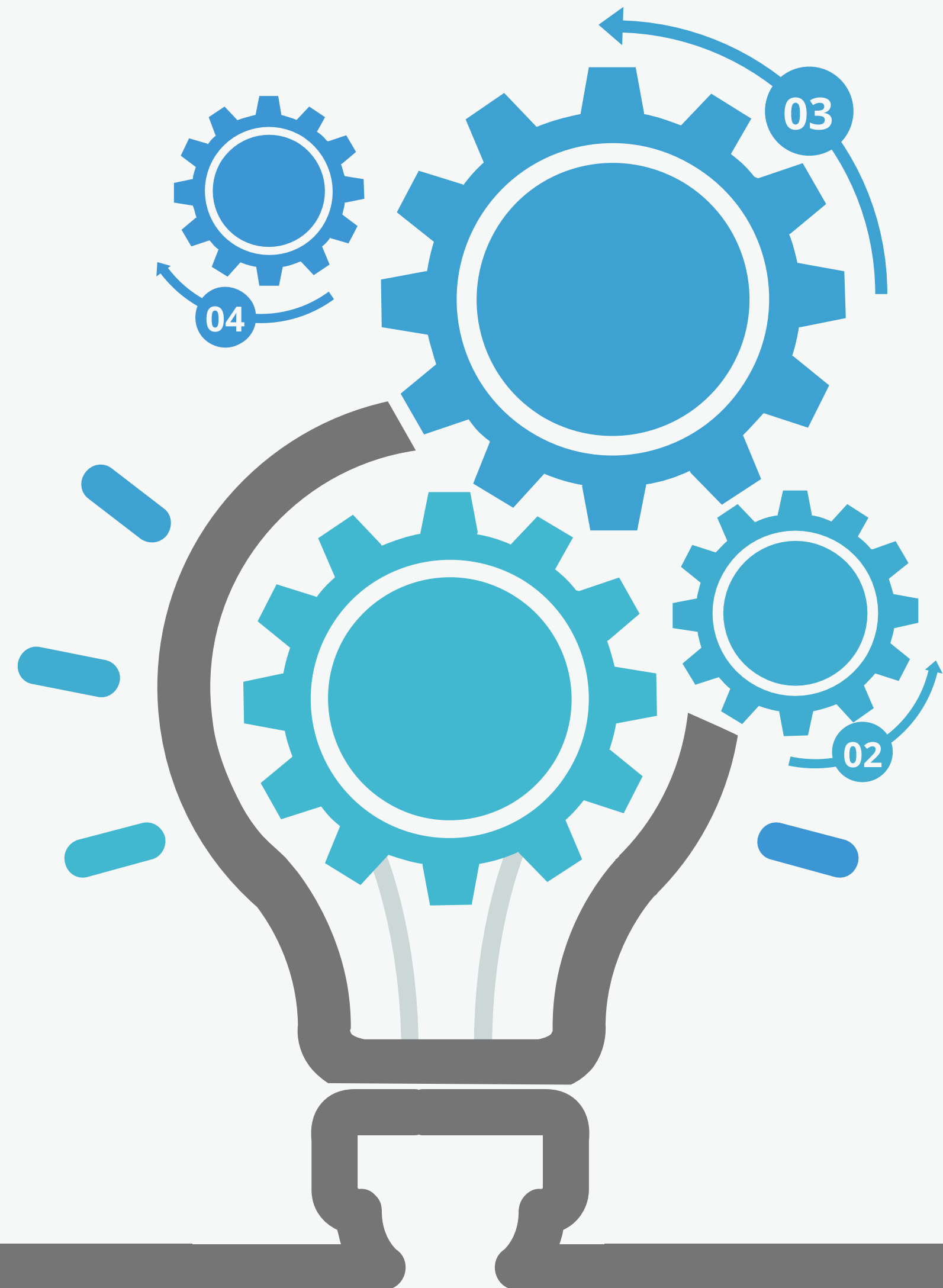
Storytelling in Health Communications



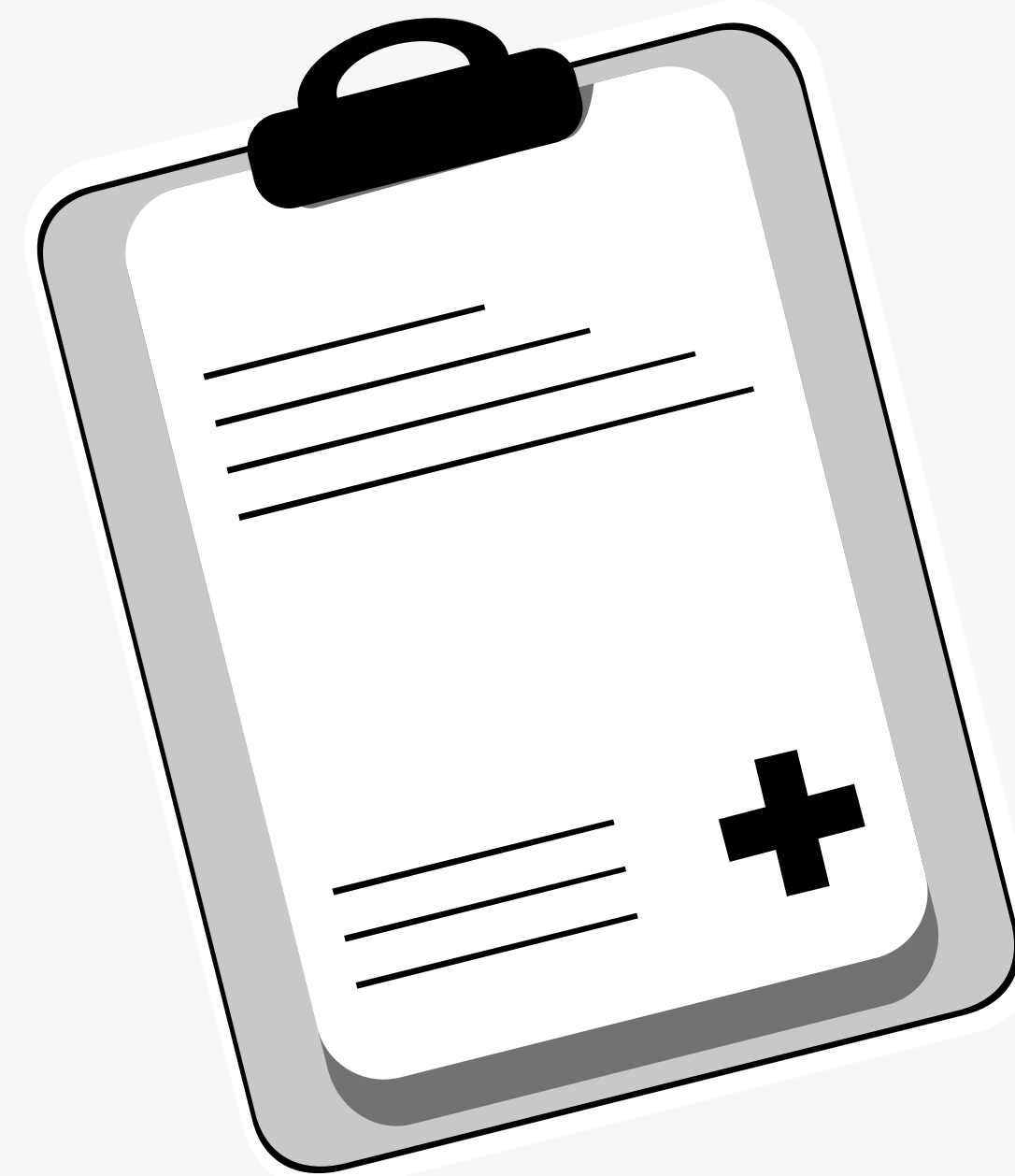
The Need for Humanization

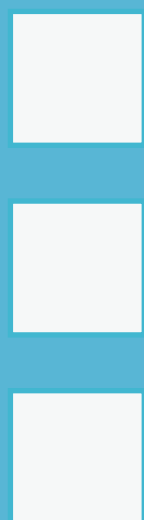


Three Case Studies

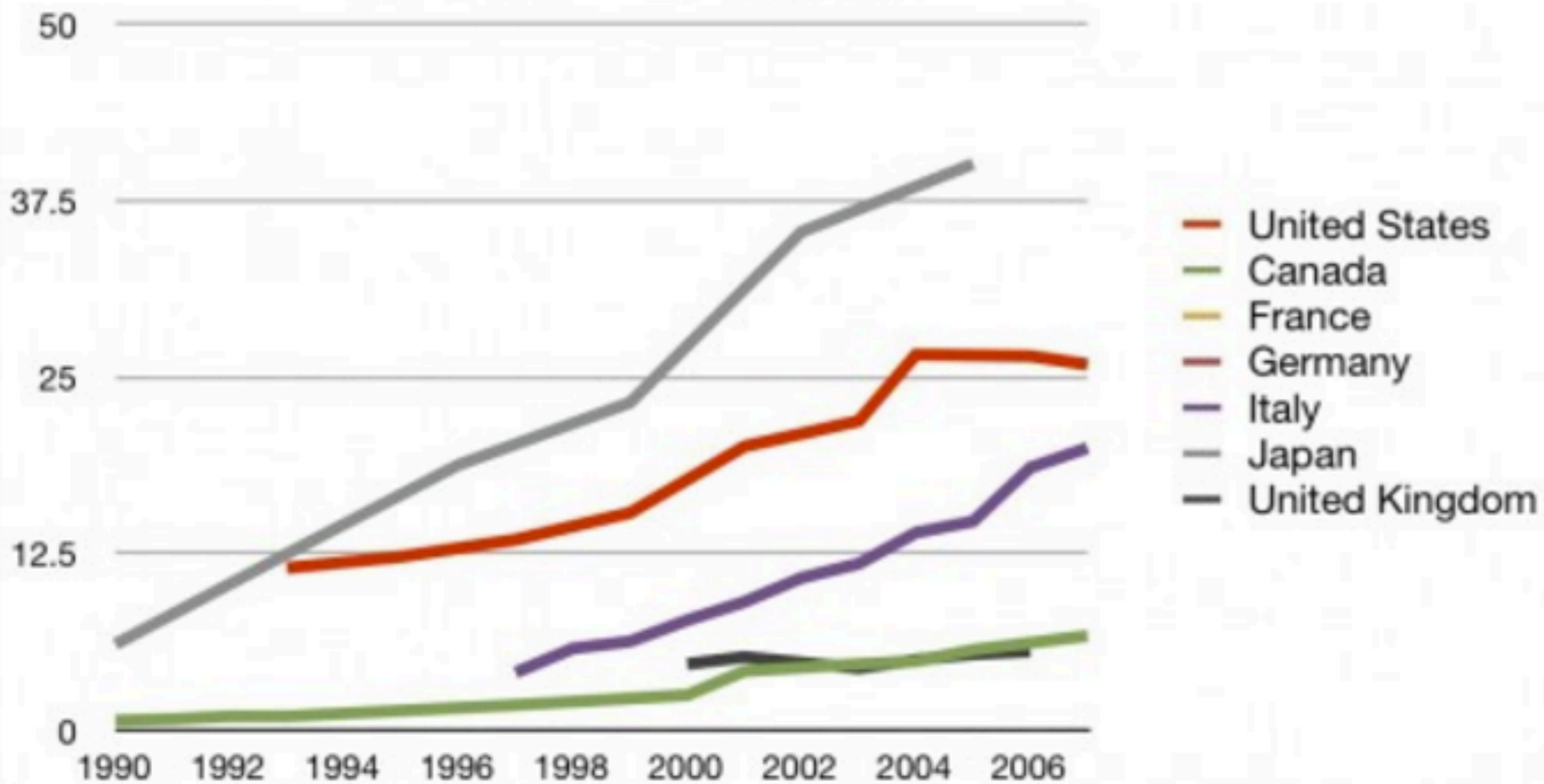


STORYTELLING IN HEALTH COMMUNICATIONS



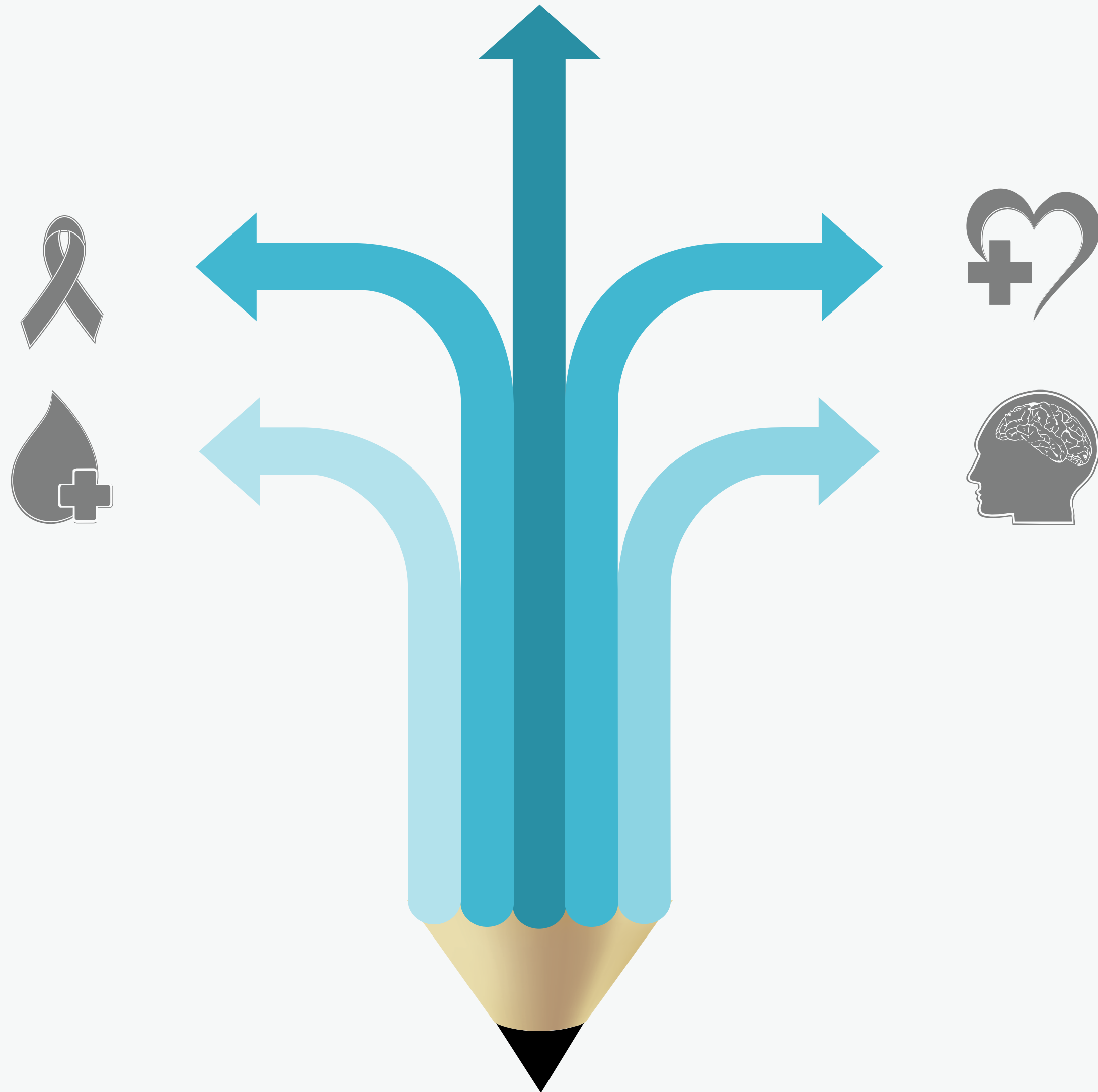


MRI scanners per million population





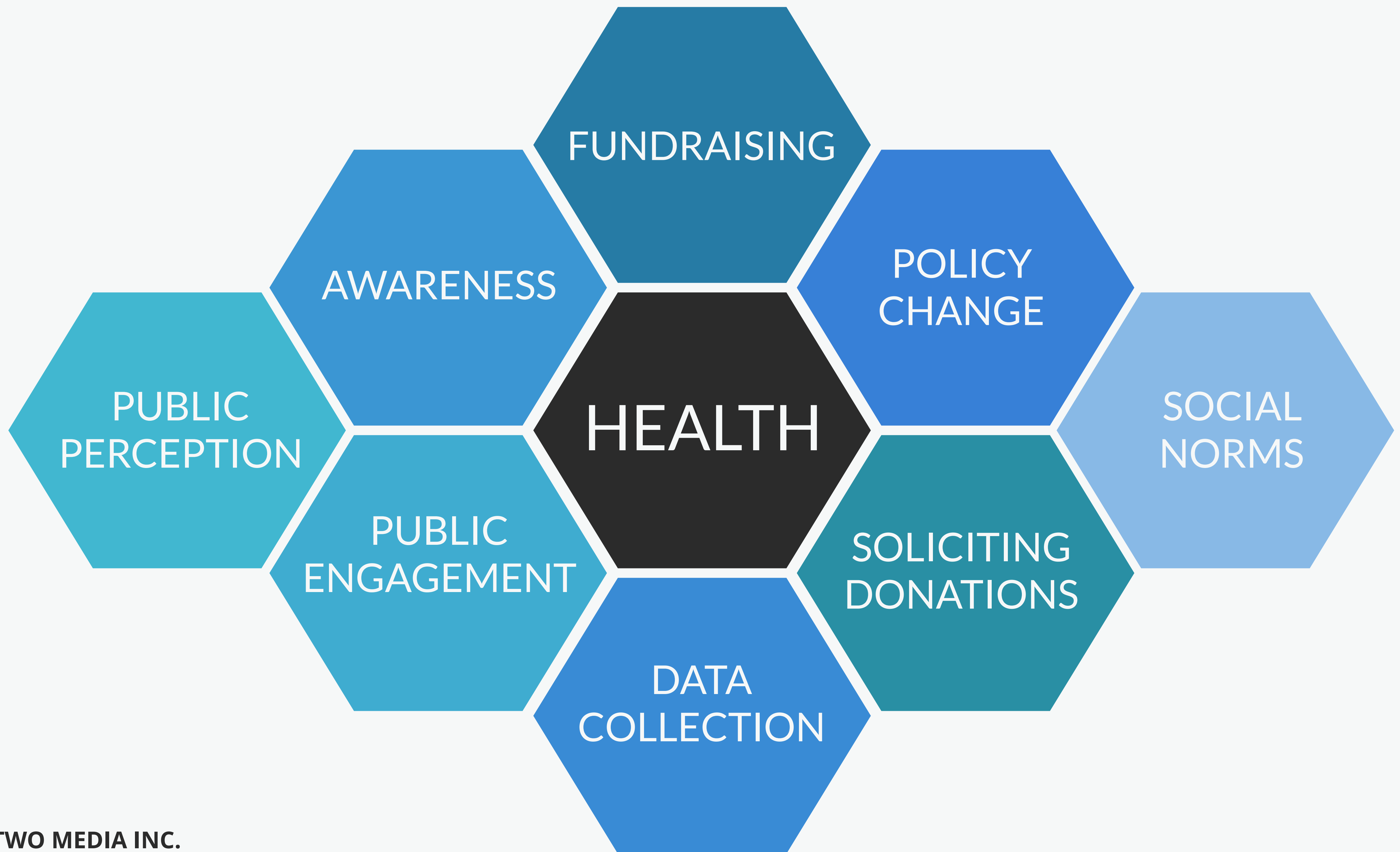
STORYTELLING



THE NEED FOR HUMANIZATION

BASETWO MEDIA INC.











CASE STUDY #1

FINDING THE STORY

FIRST NATIONS INFORMATION GOVERNANCE CENTRE



FNIGC | CGIPN

First Nations Information Governance Centre
Le Centre de gouvernance de l'information des Premières Nations

re you with the AMOUNT of contact you had with your

	1 = Very Satisfied	2 = Satisfied	So Diss
preparation of prospectus	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
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	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

whether





WHAT ABOUT A
CORPORATE
VIDEO?





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Le Centre de gouvernance de l'information des Premières Nations





DIG DEEPER



CASE STUDY #2

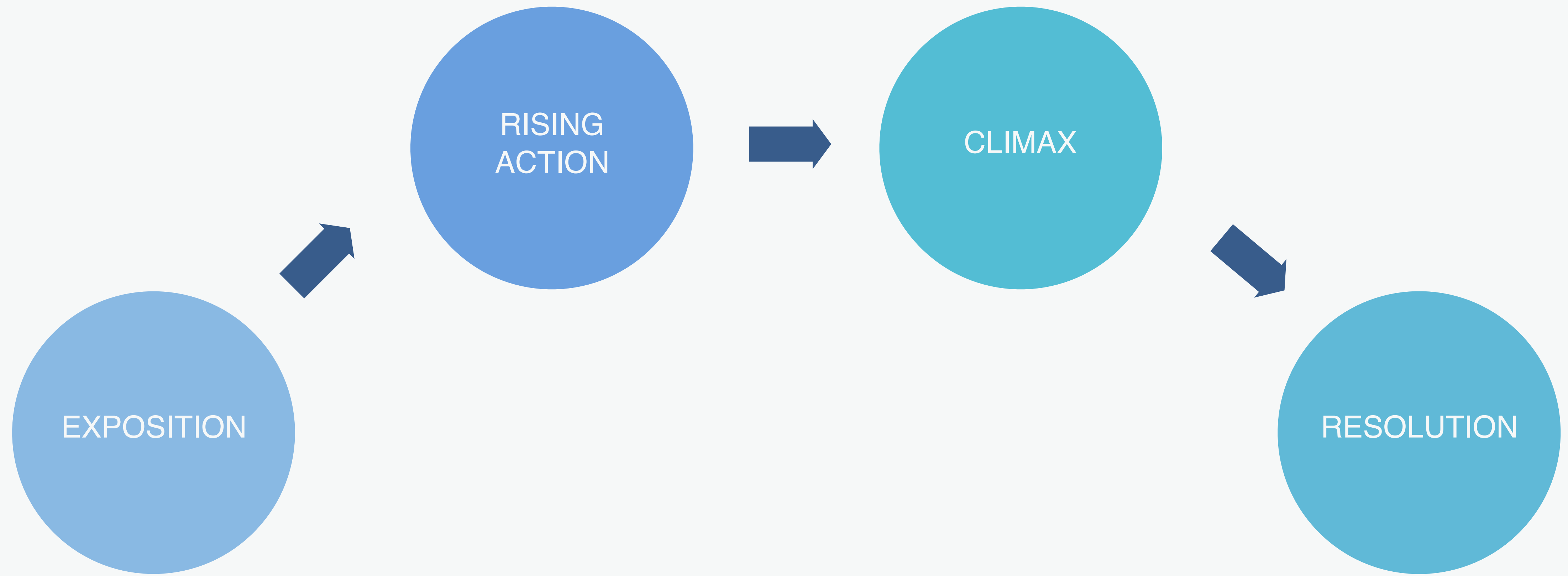
THE ART OF EMOTIONAL ENGAGEMENT

E



EMOTION MUST BE
EARNED

DRAMATIC ARC





Danielle





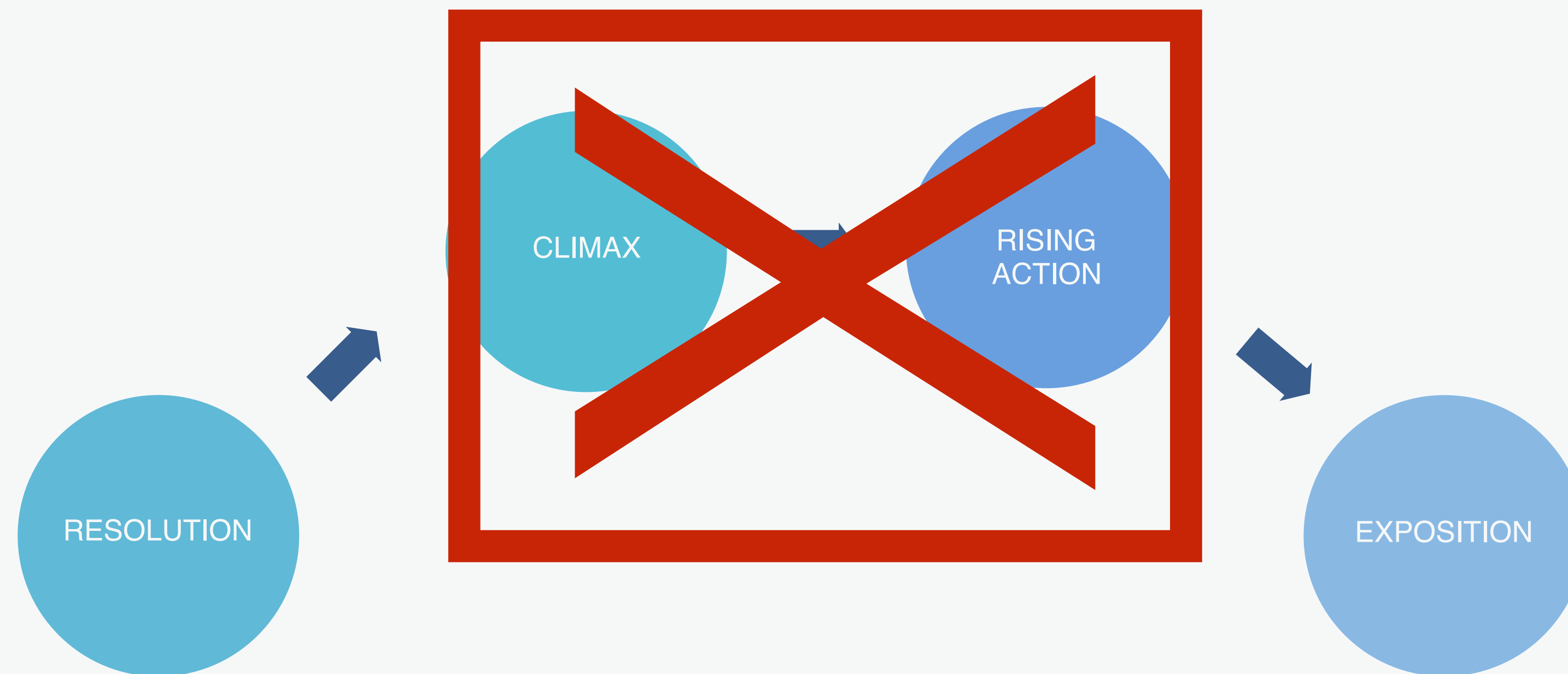
Shanna


Keep
Teaching





DRAMATIC ARC



A woman with long brown hair and glasses is holding a whiteboard. She is looking directly at the camera with a slight smile. The whiteboard has the text "we hear and appreciate you" written on it in a cursive font.

we hear
and appreciate
you



EMOTIONS DERIVE FROM DRAMA







CASE STUDY #3

OBJECTIVE & EXECUTION

VGH HOSPITAL FOUNDATION



VGH 
UBC hospital
foundation



QUICK LESSONS

HAVE A CLEAR
OBJECTIVE



GET VISUALLY
CREATIVE



WORK WITH A
SKILLED CREW

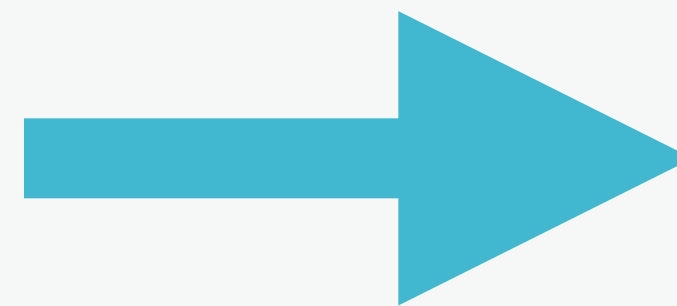


1. CLEAR OBJECTIVE

RAISE \$1 MILLION



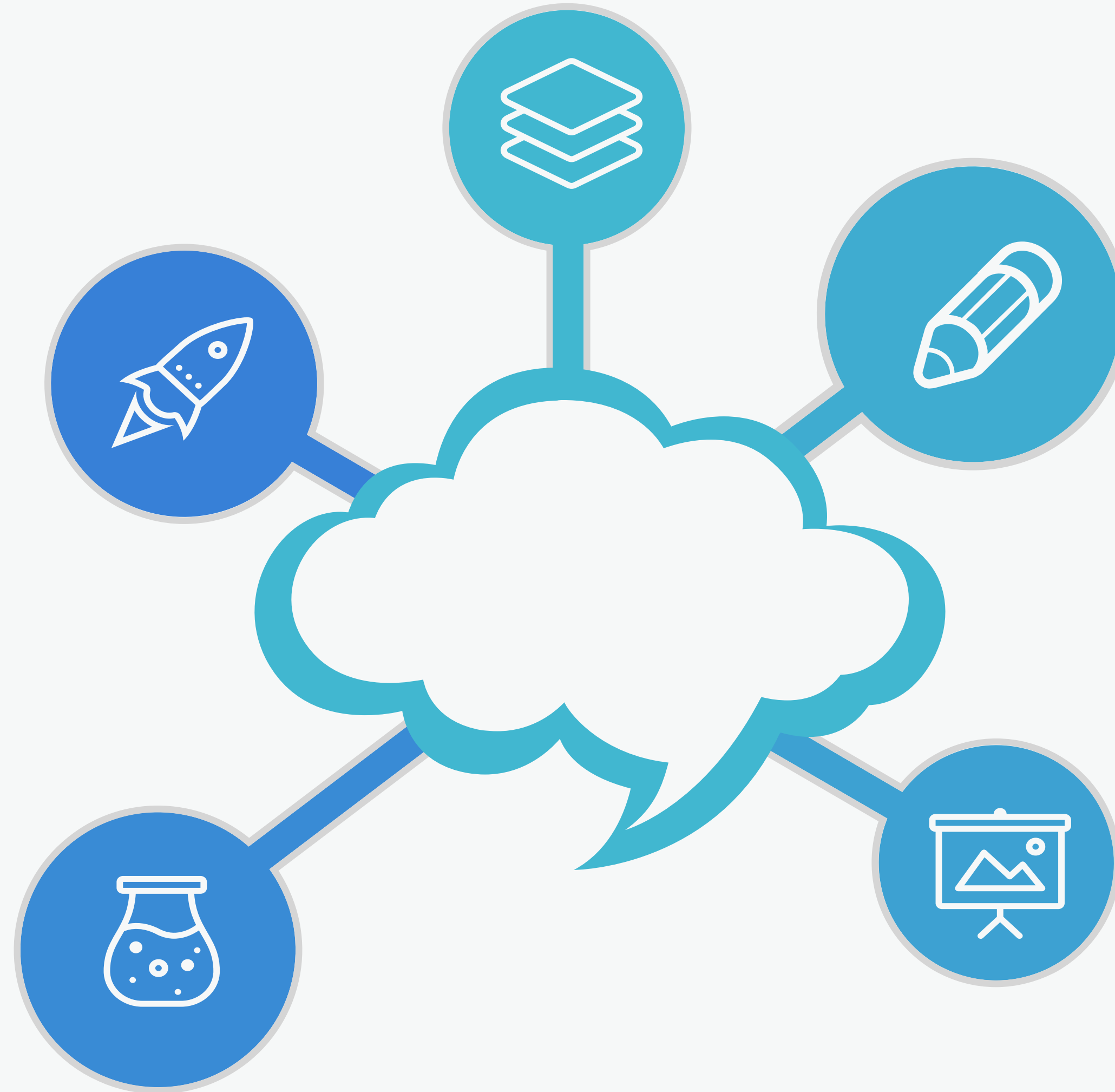
2. GET VISUALLY CREATIVE







3. WORK WITH AN EXPERIENCED CREW







IN CONCLUSION

CONTACT US

BASETWO MEDIA INC.
www.videoforbusiness.ca





QUESTIONS?

THANK
YOU

