

# intermountain health

## OPPORTUNITY

Intermountain Health, a not-for-profit healthcare system with 385 clinics and 33 hospitals in the Western U.S., turned to Kinetic to standardize and improve its “[provider videos](#).” While these videos were historically produced in-house, Intermountain’s team recognized the need to standardize the process to bring more consistency and higher production values.

The continued growth and expansion of Intermountain Health also meant the addition of regional medical clinics throughout Montana and Wyoming, each with a different set of providers, clinic settings and community values.

For new providers, the video interview is part of Intermountain Health’s onboarding process to build recognition for each provider, their practice and their specialty. In addition to interviewing new providers, Kinetic’s team works with Intermountain to schedule new sessions for the full provider list to systematically bring all the videos up to date with the latest branding and production quality.

[Provider videos](#) help patients get to know doctors and physician assistants as they plan for medical care. They can be a powerful tool for hospitals and clinics to market

their services, helping to build trust, improve brand awareness and increase engagement. Provider videos are particularly effective in rural healthcare settings, where communities are tight-knit and quick to judge (or, hopefully, embrace) outsiders. Below are just a few of the benefits well-produced provider videos offer:

### Provider Introductions:

Patients can see the provider and build an emotional connection with them, which can help build trust and rapport.

### Patient Testimonials:

Patients’ real-life stories can emotionally connect with the audience and increase the perceived authenticity of the brand.

### Brand Awareness:

Videos can present the brand identity and values.

### Improved Engagement:

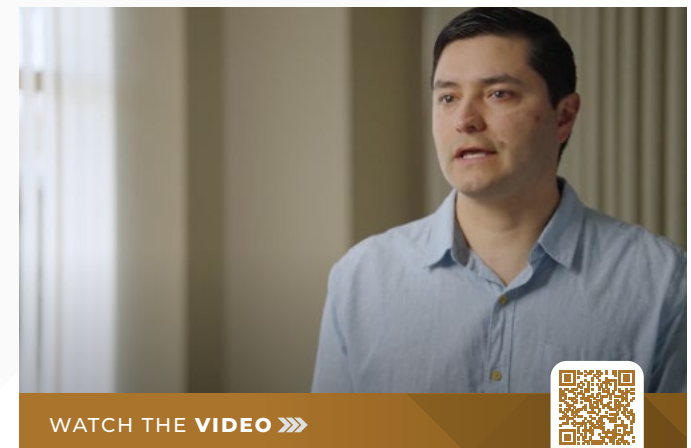
Videos attract the eye more than text-based content and offer wider reach. Video content is highly shareable and can spread through social media platforms.



WATCH THE VIDEO >>>



WATCH THE VIDEO >>>



WATCH THE VIDEO >>>



## ACTIONS

To address the needs outlined by Intermountain Health's team, Kinetic assigned a writer, project manager and videographer to the ongoing project. Together, they developed a system and process to catalog and prioritize a rotating schedule of provider video shoots in cities across Montana and Wyoming, including Butte, Bozeman, Billings, Cody, Hardin, Laurel, Lewistown, Lockwood and Miles City.

Kinetic mapped out the process for scheduling providers and communicating with practice managers. In addition, we standardized the structure, length and flow of the videos to establish consistent style and creative direction. Handling both the logistics and the creative style ensures that we're able to execute efficient, consistent provider videos that have proven highly successful.

Once the shoots are scheduled, our writer researches each provider to develop a unique set of interview questions that reflects their background, medical specialties and passions. When possible, our project manager schedules multiple providers per day to make efficient use of their time as well as ours for production setup.

All interviews are intentionally shaped to be evergreen so the content can be recut as providers shift clinics. The videos are also shot with short-form social media formats in mind for use on Google, Facebook, TikTok, etc. Short clips for commercials can be cut and geo-targeted to local communities for maximum impact.

## RESULTS

Intermountain Health now has an extensive catalog of 150 polished new provider videos that showcase the skills, background and personality of medical professionals in communities throughout Montana and Wyoming.

The strategically built catalog of videos enhances Intermountain's brand as a professional, caring healthcare provider that can be trusted. New providers are introduced to the communities and patients they serve in a timely manner.

The quality video content is particularly effective in smaller communities served by critical care access hospitals. Patients who feel they know the available medical providers are more likely to access rural healthcare, resulting in improved health outcomes for rural residents.

If you're interested in exploring the potential of professionally produced videos to enhance your brand or organization, we'd love to hear from you!

