



CREATING IMAGES & VIDEO CONTENT

Setup Tips for Single-Subject Interviews:

Make sure lighting looks good – no shadows, not too light or dark, good color tones.

Setting/Backgrounds – medical office, exam room and other similar medical background would add to the shot. Make sure nothing appears to be coming out of anyone's head in the background.

Cover/hide logos and/or HIPAA information (computer screens, charts, x-rays, etc.), if they will be noticeable/readable on camera.

Use the device in landscape mode (wide vs. tall).

For a more-dynamic video, set-up more than one device and simultaneously take images from multiple perspectives. Record yourself via Zoom or other similar tool for yet another option. Footage can be combined during post-production by BP3.

ID everyone included in images or videos by name and description.

Shot Notes:

Adverse Childhood Experiences (ACEs) is a serious subject. It helps to begin discussing ACEs before and during the shoot to get everyone in the right frame of mind (physicians looking serious, sympathetic and focused on the patient, and vice versa). Capture images from both the patient and doctor/health care provider points of view.

Additional Images - Sample Shot Positioning:

Use of additional images and/or video footage throughout the recording can increase the overall engagement for a video. These additions are dropped-in while the person continues speaking, adding more depth and visual appeal. Below are some possible shots that could be gathered for this and other purposes:

- Doctor conducting an exam such as listening to heart/lungs, checking blood pressure, examining ears/eyes/neck.
- Doctor listening to patient talk about symptoms, doctor counseling with patient in exam room and/or in office.
- Doctor in exam room showing results to patient on tablet or computer (if available) talking with patient. Make sure patient is in the shot.
- Doctor reviewing chart, doctor entering info into the computer and written chart, typing and writing a report in the chart.
- Doctor and RN reviewing or looking over a chart.
- Doctor interacting with office team (RNs, medical assistances, office staff)
- Medical and/or office staff interacting with each other at the station or front office desk without doctor present.



Video Questions & Script:

Either have someone ask you each question, or ask the question yourself, follow immediately with your answer, then pause for 2 seconds of silence. Pauses of at least 2 seconds after each answer allows plenty of space for editing afterward.

- Start with a general statement of your name, title, where you work.
- Tell what ACEs stands for and what it means to you.
- Are you aware of ACEs, toxic stress and Trauma Informed Care? How did you first become aware?
- Why do you feel that ACEs screening/treatment and Trauma Informed Care are so important?
- Is ACEs a significant impact in your community? With the patients you see?
- How do you handle ACEs conversations with your patients?
- What advice would you give to a physician/practice that is considering implementing ACEs screening? Are there any tips or suggestions you have for someone planning to implement ACEs screening into their practice/clinic/etc.?
- Have you begun ACEs training? Completed ACEs training? Become certified? Started ACEs screening?
 - If yes, please say a few words about the ACEs training that you have gone through and the importance of physicians and health care professionals going through the training?
 - What were the training and certification processes like: did they take very long to complete; was it difficult?
- Has the recent COVID-19 situation had an impact on ACEs issues among your patients?
- What advice would you have for others interested in implementing ACEs screening into their practice/clinic/etc.
- How else has ACEs impacted you and your patients? How has this helped find improvement for a patient, bring out issues that needed to be addressed, improved overall health?

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For more information on video recording or post-production services, please contact LPOC at LPOC@bp3.com.