

Office (be great if these were shots with people in them, not empty as if we are trying to sell the place)

Some can be empty too, judgment point

- 1) Front of office
- 2) Waiting area
- 3) Spaces
- 4) Ops
- 5) Any specific things that stand out- wall plaque, nice chair, dental clock, etc

Doctor & Staff

- 1) Head shots of each doctor and staff member
- 2) Group shots inside and outside
- 3) Shots of the back team
- 4) Shots of the admin team
- 5) Lifestyle shots are great with doctors and staff

Action shots

- 1) Shots of doctors in action doing their roles in the office: presentation, treatment, etc
- 2) Same for the staff
- 3) B-roll of office with Docs in action, handling patients, doing exams, presenting treatment, enlightening patients on treatment etc

Video

- 1) Patient Testimonials (2-3 would be a good start)

Do interview style (people are usually more comfortable this way)

Sample questions:

- 1) What was the reason you went to (office)?
- 2) What do you like best about (office)?
- 3) What is your experience with (office)?
- 4) What would you say to someone about our practice?

Note: When there are shots with staff, if possible, see if you can not include their face in case there is staff turnover. Not a major point but something to consider

Have **EVERYONE** (staff included) sign a videography/photography release form