DOCTOR VIDEO

Procedure explainers that build trust

The last thing a family watches before booking. A careless one undermines the doctor in two minutes.

Swipe →

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THE JOB

Reduce uncertainty, for three audiences

PATIENT	Wants to understand what the day and recovery look like
FAMILY	Wants to judge whether this doctor and hospital can be trusted
REFERRER	Wants to know their patient will be well informed
NOT	A sales pitch, a consent conversation, or advice to any individual

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WHICH FIRST

Choose procedures deliberately

- ✔ Planned surgeries where patients research most and worry most
- ✔ Day-care procedures families fret about
- ✔ Procedures patients often delay
- ✔ The ones generating repeated questions at the front desk

Skip anything whose pathway or technique will change within the year.

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THE STRUCTURE

Eight parts, in this order

1. Who this is for, then who is speaking, credentials on screen
2. What the procedure is, with a simple diagram
3. Why it may be considered, and that alternatives exist
4. Before, during and after, as a sequence to picture
5. Recovery and what varies, questions to ask, next step

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LEAVE OUT

Trust is built by what you avoid

- Promises or implied guaranteed outcomes
- Success rates not sourced, current and clinically reviewed
- Superiority comparisons with other doctors or hospitals
- Prices unless verified, current and qualified
- Graphic footage without a warning and a reason

When in doubt, cut it. An explainer loses nothing by being modest.

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CONSENT

Everyone on screen, and the setting

- Patients: written, naming use, platforms, duration, seen the final edit
- Minors: a legal guardian, and ask if they need to appear
- Staff: free to decline without consequence
- Every frame checked for monitors, whiteboards, wristbands, faces

Store the consent record with the video. Remove promptly if withdrawn.

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THREE REVIEWS

Fix the script, not the edit

SCRIPT	Peer in the same specialty checks accuracy, balance, alternatives
ROUGH CUT	Doctor checks animation and B-roll match the words
FINAL CUT	Compliance checks captions, disclaimers, consent, booking path
SOUND OFF	Someone confirms the captions alone are accurate

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PRODUCTION STYLE

Pick by procedure and audience

TO CAMERA	Fastest to make and update; needs good sound
ANIMATION	Shows inside the body without graphic footage; review every frame
WALKTHROUGH	Admission to discharge, reduces anxiety; background consent
REAL FOOTAGE	Clinical audiences only; rarely needed for patients

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PUBLISH

Where it lives and how it books

- Chapters mapped to the structure, at least three, ten seconds each
- Captions reviewed; medical terms are transcribed wrongly
- Short cut-downs, one question each, pointing to the full video
- Embedded on the procedure page and doctor profile, shared on WhatsApp

End every version with a tracked link or number.

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READ THE FULL GUIDE

Procedure explainer videos, in full

- An illustrative opening script
- AI disclosure rules for synthetic visuals and voice
- The ten-point production checklist
- gauravphogat.com/procedure-explainer-videos-structure-that-builds-trust

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