



Thank you for choosing StagePost to help produce your series of Medical Staff Recruitment Videos. This Information Package will guide you through the process of creating your recruitment video package. Building a top quality medical staff is the goal of every hospital, but attracting the right physicians and nurses to your facility can be somewhat of a challenge.

Our videos make recruitment easy by giving potential candidates a snapshot of your facility, staff and community. Through in-depth discussions with physicians, nurses and other medical staff, our videos capture the intangible aspects of emotions, commitment level and personality of a facility's staff. These hidden features can have a strong influence on a practitioner's decision to accept a position at your facility.

As you make your way through this package, you will find all the information necessary to begin the pre-production process. Sample questions, schedules and worksheets are all provided to make this production run smoothly and efficiently.

To initiate the production process and lock in your production dates, please ensure that you have returned your signed Production Authorization. Craig Ciali will be the producer who will orchestrate the production and conduct the interviews after the production date has been set. If you have any questions, please contact Amy Surls or myself at 615-248-1978.

I look forward to meeting with you and your staff as we work together on this project.

Thank you.

Lynn Bennett
President



Recruitment Video Information Package

1. Overview/ Methodology
2. Sample Interview Questions
3. Hospital and Community Shot Lists
4. Pre-Shoot Worksheet
5. Sample Shooting Schedule
6. Hospital Checklist
7. Talent Release Form
8. Fax Authorization
9. Production Rate Card

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Physician/Nurse Recruitment

1. Overview/ Methodology

Physicians and medical staff want to make the best decision about their career. They want a placement that gives them the practice opportunities, the environment and the lifestyle they value. The Video Recruitment Project utilizes the sight, sound, motion and emotion of video to create a powerful, engaging tool that resolves both challenges.

StagePost Studios has been selected to produce the videos. StagePost has been a fixture in Nashville for 28 years and is well known for high quality marketing and recruitment videos. The Video Recruitment Package consists of two videos, one on the facility and one on the community. The Facility Video is created for either physician, nursing or allied professions. The content is presented in a documentary style made up of interviews with medical staff, a facility tour, and narration. The Community Video focuses on local life style, community and surrounding areas. The community video usually features an interview with a local historian or community leader, a community tour and narration. You can use the videos in all of your recruitment efforts. They can be posted on your web site and made into DVDs.

StagePost will work with the hospital's CEO and Marketing Director to coordinate the production. The production approach is simple. Using a Documentary style, the crew arrives at the facility and begins filming interviews and facility details. The goal is to capture the largest amount of footage within a limited amount of time. We will keep the scenes short, include a lot of material and do a superior job editing the final product. The critical element is making sure the dialog with the doctors is as natural as possible. The film is then roughly edited together, a script is written based on actual material, and a scratch audio track is then recorded and inserted into the video. A DVD copy will be sent to the Marketing Director at the facility for comments and/or revisions and the final product is produced.

We welcome you to contact us at anytime should you have any questions.

2. Sample Interview Questions

Sample Interview Questions for Clinical Representatives

- Why did you choose this facility?
- Describe what you like about the community.
- Describe the spirit and sense of teamwork amongst the medical staff.
- Talk about the working conditions at the facility.
- Describe the management style of the CEO and Chief of Staff.
- Discuss quality of care.
- Describe your caseload and practice.
- Discuss the facility's strong points as they apply to practicing medicine.
- Discuss specialties of the facility.
- Describe the social and cultural opportunities within the community.
- How would you describe the facility to other physicians?
- Is there ample opportunity for your input?
- Talk about the local medical community and its attributes.
- What are some popular myths about the region and community.
- Major objections to the facility and community and ways to overcome them?
- Describe your impression of the facility prior to joining the staff and how it may have changed.
- What are some of the opportunities for growth within the facility?
- How is the quality of life in the area?

We recommend making a copy of this page for each person being interviewed.

Sample Interview Questions for Hospital Representatives

- Discuss the facilities specialties.
- What are some of the selling points of the facility?
- What research and/or grants are there?
- What building projects have happened or are in the future?
- What Physician, Nursing, and/or Ancillary opportunities are there?
 - Training
 - Accreditation
 - Partnerships with other hospitals
- General description of hospital and community.
- Staffing
- Relationships within staff
- Community Involvement

We recommend making a copy of this page for each person being interviewed.

Sample Interview Questions for Community Representatives

- Can you give me a locale description of the area?
- Community and area history
- What cultural events are there?
- Positive/negative attributes about the area.
- What type of transportation and/ or airports is around the area?
- Tell me about the arts & entertainment in your area.
- Notoriety, community recognition, noteworthy citizens
- Social events in the area (ie: Festivals, Fairs, etc)
- What outdoor activities does your area have?
- Demographics/trends

We recommend making a copy of this page for each person being interviewed.

3. Hospital and Community Shot Lists

Hospital Shots

- Please locate approximately 20 props to be used in the backgrounds of the “one-on-one” interviews. Props could be anything along the lines of: Vases, lamps, pictures, book-ends, flowers, trees, books, sofa tables, medical equipment, etc.
- Interview locations should take place in a fairly large room. Conference rooms, inactive units (ICU/ER)
Please be aware of echos, loudspeakers, slamming doors and air conditioning vents that could cause interviews to have background noise or interruptions.
- Notify Maintenance/Electrical of filming dates. We will have a light kit with us that will require electrical outlet usage.
- Make sure to have releases (consent forms) from everyone in the videos.
- It is *crucial* that we shoot in multiple departments within the hospital using various members of your staff. Be sure to inform department heads to have people ready to interact and also play the role of patient (if necessary).

Suggested Shots:

(These shots may or may not need people)

- Exterior of hospital (2/3 different angles)
- Patients walking into hospital
- Emergency room sign
- Ambulance pulling in/out
- Helicopter landing/taking off
- Exterior of specialty buildings/medical offices
- Admitting & Lobby
- Operating Suites, preferably during prep for surgery & surgical procedure
- Emergency Department
- Obstetrics/PICU
- Cardiac Cath Lab
- MRI & Cat Scan Labs
- Radiology
- Lab
- Pharmacy
- Patient Room
- Nurses Station
- Special Departments and Equipment

Suggested Shots Featuring a Physician:

- Physicians practicing medicine with patient (conducting exam, stethoscope, etc)
- Physicians talking to patient in room
- Physicians talking with nurse and patient in room
- Physicians talking/consulting with other physicians (talk/handshake)
- Physicians talking with nurse outside patient room
- Physicians talking with nurse at nurse station
- Physician reviewing charts with nurse
- Physician talking with nurse in hall
- Physician in his/her office with paperwork/computer
- Physician looking at x-rays
- Physician prepping for surgery
- Physician in surgery
- Physician with patient in radiology (MRI/CT)
- Physicians with administrator in administrative offices (talk/handshake)
- Physicians walking down hall talking to other physicians/administration
- Physician in the ER caring for patient
- Physician in PT assisting/talking with patient
- Physician in Cardiac Cath Lab
- Physician in OB with patient or nurse
- Physician in nursery caring for baby (with nurse?)
- Pharmacist in pharmacy with tech

Suggested Shots Featuring a Nurse:

- Nurse and patient talking in room
- Nurse talking with physician outside patient room
- Nurse talking with physician at nurse station
- Nurse caring for patients in room
- Nurse and physician walking down hall with chart
- Nurse talking with administrator
- Nurse walking down hall with administrator
- Nurse in radiology (MRI/CT)
- Nurse assisting physician during surgery
- Nurse in ER with patient
- Nurse in OB with patient
- Nurse in PT with patient
- Nurse communicating with other nurses at/near nurse station
- Nurse reviewing a chart
- Nurse caring for baby in nursery
- Nurse in Cath Lab
- Nurse in any specialty area with patient

Community Shots

- Determine the community focal points to be featured in the video. Each stop takes about ten to fifteen minutes. If there is a function or school class that we can videotape we will need prior permission. The incorporation of people into shots dramatically increases the look of the final product. Please consider talking with friends and relatives about taking part as extras in any one of the following locations.
- Make sure to have releases (consent forms) from everyone in the videos for StagePost.

Suggested Shots:

- Signage- "Welcome to 'Your Town'", Interstate corridors, etc.
- Downtown / City Hall
- Historic Sites
- Scenic Views
- Landmarks
- Activities or locations unique to your community
- Schools/Classrooms/Playground
- Colleges & Universities
- Churches - Will need at least 2 if using this in the video
- Cultural - Any Parades, Festivals, Town functions
- Parks & Recreation/ Lakes- (*Must have at least 3 for Stagepost to shoot*)
Tennis, Boating, Golfing, Football, Running, Hiking, Biking,
Swimming
- Housing- 2 or 3 examples (choose wisely)
- Country Club
- Industries in the area
- Restaurants/Bars/ Social
- Unusual Shops, Galleries, Museums

People are GREAT in the community shots (incorporate willing participants into any one of the above)

4. Pre-Shoot Work Sheet

PRE-SHOOT WORK SHEET

Fill this page in and submit to StagePost two weeks before your shoot

After reviewing the suggestions on the previous page and any that may be unique to your facility, please fill in the template below to help StagePost in the organization of your shoot.

<u>Subject</u>	<u>Suggested Shot</u>
Physician	
1. _____	_____ _____ _____
2. _____	_____ _____ _____
3. _____	_____ _____ _____
Nurse	
1. _____	_____ _____
Hospital Representative	
1. _____	_____ _____

Community Representative

(Chamber member, long standing citizen, mayor, real estate agent, physicians wife, Principal, Bank President, Etc)

<u>Subject</u>	<u>Suggested Shot</u> (around community)
1. _____	_____ _____
2. _____	_____ _____

List 8 areas from most important to least for StagePost to shoot around community. We recommend using the Suggested Community Shot List for examples.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____

5. Checklist

1	Facility marketing materials package (press releases, brochures, ads, videos) to be sent to StagePost. Be sure to include list of facts and figures. Also URLs (addresses) of related web sites. Hospital Logo: Size should be 720 x 480 300 dpi.	
2	Check with the local agencies and other venues to determine if there are videos or brochures of the community or community events. <ul style="list-style-type: none"> • Local High Schools or Colleges for Sports, Student Productions, Graduations, Speeches, etc. • Chamber of Commerce • Economic and Community Development • Local Tourism Office • Community or Professional Theatres for performance video • Historic Reenactments Organizations • Art Guilds 	
3	Suggestions for hotel accommodations as well as directions <ul style="list-style-type: none"> • From the airport to hotel • From hotel to hospital • From the hospital to the airport. 	
4	Send Pre-Shoot Worksheet to StagePost	
5	Make sure to have releases (consent forms) from everyone in the videos for StagePost.	
6	Notify Maintenance/Electrical of filming dates. We will have a light kit with us that will require electrical outlet usage.	
7	Make sure interview locations are ready. A large, quiet location is best. IE: Board room, Inactive Unit, etc	
8	Locate approximately 20 props to be used in the background of the interviews. Lamps, pictures, book ends, vases, medical equipment, etc	
9	Send out a Notice to the entire staff that film crew will be at hospital for <u>two days</u> in case inclement weather forces a switch in the day that we shoot at the hospital.	
10	Make signs to hang in halls around filming area	

6. Sample Shooting Schedule

Day One Community/Hospital

7:00am Begin community shoot:
Neighborhoods/Homes
Classrooms/Kids (Approval through principal/pre-arranged class)
Parks/Outdoor Activities
Colleges/Universities
Social/Country Clubs
Lakes/Water Activities
Downtown, Unusual Shops, Art galleries, Cultural, Favorite
Restaurants/Bars

12:00pm Lunch

Set up 30 Minutes in Conference Room
Schedule interviews in 1 hour increments

1:00pm Physician A Interview
1:30am Shoot video with Physician A treating patient
1:40am Shoot video with Physician A in ER with nurse
1:50am Shoot video with Physician A talking to administration

2:00am Physician B Interview
2:30am Shoot video with Physician B in ICU with patient
2:40am Shoot video with Physician B in with patient in MRI
2:50am Shoot video with Physician B at nurse's station/with patient

Continue interviews until 5pm.

Day Two Hospital

ARV: 7:00am
7:30am Physician C Interview
8:00am Shoot video with Physician A treating patient
8:10am Shoot video with Physician A in ER with nurse
8:50am Shoot video with Physician A talking to administration

Continue interviews until 12pm.
Additional time this morning will be used to shoot:

Exteriors
Radiology, Pharmacy
OR (Surgery), Physical Therapy
Additional physician footage
Any other unit or service you would like highlighted



TALENT RELEASE

I hereby assign all rights to the photograph, videotape, film, and sound recording made of me this date, _____, by Southern Productions Inc., (dba StagePost), and I hereby authorize the reproduction, sale, copyright, exhibition, broadcast and/or distribution of said videotape or film without limitation for the purpose of Medical Recruitment Videos for Community Health Systems.

I certify that I am 18 years old or older.

Signature Date:

Project:

Project #

Talent:

Print Name

Address

Phone Number

Agency

7. Production Rate Card

Community Health Systems
Recruitment Videos
Production Rate Card
01/15/07

Recruitment Video Package includes Travel (1-Medical and 1-Community)	\$15,500
Additional Medical Video (during first shoot)	\$ 5,500
Additional Shoot Days (Each)	\$525.00

The medical video can be either Physician, Nurse or Allied

FACSIMILE

TO: Lynn Bennett, StagePost Studios

FAX #: (615) 242-8861

PH # (615) 248-1978

Date: _____

From: _____

Production Authorization

With my signature below I authorize the production of a recruitment video package consisting of

_____ for my facility. This acknowledgement authorizes StagePost to contact our facility's coordinator and begin planning for the production.

I understand the financial investment of \$ _____ for this endeavor will be charged back to my facility.

CHS Facility: _____

By: (print name) _____

Its: (title) _____

Signed: _____

Date: _____