



Did you know 82% of Internet users view online videos and an average user watches 182 Internet videos per month?



Engage the imagination of patients worldwide

It's no surprise that video has quickly become a "must have" communication tool for hospitals, and a vital communication medium for the Internet. Every day, online video captivates millions of potential patients, and *Patients Beyond Borders*® now offers you the opportunity to produce authoritative, unbiased video profiles of your hospital.

Patients Beyond Borders View™ combines the visual immediacy of Internet video with the trusted *Patients Beyond Borders* brand to tell your hospital's story from a patient's perspective. *Patients Beyond Borders View* videos include:

TourView™—Three-minute video offering a patient-focused walkthrough of your hospital, including views of the exterior, lobby, admissions, international patient center, patient care units, state-of-the-art technology, and signature services

PatientViews™—Ninety-second videos emphasizing the patient perspective and featuring the specialty or service of your choice. Viewers gain first-hand experience with your medical services and facilities while also meeting some of your most accomplished healthcare providers

You provide us with the details on your hospital, and our research and editorial team does the rest—from script development to onsite filming to delivery of final, ready-to-distribute videos.

**Cost-effectively
inform and educate
your customers**

▶ **Raise awareness** with visually engaging content that enables medical travelers to better understand your hospital's specialties and achievements.

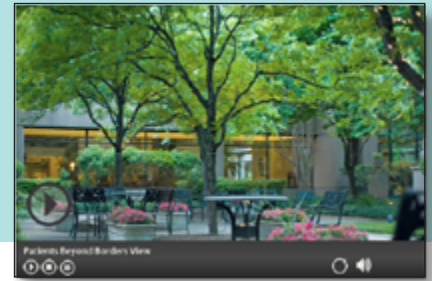
▶ **Engage medical travelers** with a welcoming, informative visual story.

▶ **Communicate your message** globally through our extensive online video distribution channels, social networking sites, and more.

View

Patients Beyond Borders

The most trusted resource in medical travel



Present your hospital in the best light

Patients Beyond Borders is the most trusted source of information for medical travelers—around the world, in your immediate region, or in your neighborhood. *Patients Beyond Borders View* provides a complete video production solution to qualified hospitals at a fraction of what you would expect to pay a traditional production agency. We ensure your project's success by:

- ◆ Assigning a **dedicated, seasoned producer** to manage your video
- ◆ Providing **complete concept treatments** and scripts
- ◆ Engaging an **expert, local video crew** to shoot onsite footage and conduct interviews
- ◆ Providing an **online screening room** for preview and feedback throughout the process

Connect to patients with the most trusted resource in medical travel

Work with the *Patients Beyond Borders* communications team to post your video on the *Patients Beyond Borders* Compass™ website, Facebook pages, Twitter feeds, and more. We help you:

- ◆ **Develop a profile on leading Internet video channels**, including YouTube, Tripfilms, Google TV, Apple TV, Webcastr, Yahoo! Video, and more
- ◆ Use keywords to tag your video for **optimal search engine results**
- ◆ Embed your ***Patients Beyond Borders View*** video into a *Patients Beyond Borders Focus On* (for *Focus On* clients only)

Patients Beyond Borders View videos can also be posted on your website, included in DVD offerings, and distributed to clients, partners, and patients as an mp4 or mov attachment.

PBB View

Getting Started

Subscriber Rate

US \$13,250

- ▶ Includes one 3-minute *TourView* and one 90-second *PatientView* video.
- ▶ Please ask about discounts for multiple sites or additional *PatientView* videos.

For more information

or to request a *View video* sample, please contact:

Judy Orchard
jorchard@healthtraveler.net
+1 919 545.0668

www.patientsbeyondborders.com



View

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