

Resource of the Week | Clear to Launch Healthcare Marketing

Content Shot List

A complete guide to the photos and videos every healthcare practice needs to build trust, stand out, and grow.



**Clear to
LAUNCH**
HEALTHCARE MARKETING

WHAT'S INSIDE THIS GUIDE

This comprehensive shot list outlines every photo and video your practice needs, including professional headshots, office tours, patient testimonials, and clinical transformations.

- **Why High-Quality Content Matters**

How strong visuals build trust, reduce hesitation, and improve marketing results.

- **Photography Shot List**

Essential photos including headshots, team shots, patient interactions, and office highlights.

- **Office Tour Video**

A quick walkthrough showcasing your space, staff, and welcoming atmosphere.

- **Meet the Doctor Video**

A personal introduction highlighting expertise, care philosophy, and personality.

- **What to Expect (First Visit)**

A step-by-step video that eases new patient anxiety before they walk in.

- **Patient's POV Video**

An immersive first-person experience of a routine exam and cleaning.

- **Technology & Equipment**

Showcasing advanced tools and how they benefit patient care.

- **Patient Testimonials**

Real stories from real patients that build credibility and trust.

- **Before & After Transformations**

Visual proof of life-changing cosmetic and restorative results.

WHY HIGH-QUALITY CONTENT IS IMPORTANT

- **Builds Trust Quickly**

Strong visuals make the practice look credible, professional, and established.

- **Reduces Patient Hesitation**

Photos and video help patients feel more comfortable before they ever walk in.

- **Humanizes the Practice**

Real content helps patients connect with the doctor, team, and office experience.

- **Improves Marketing Performance**

Better visuals increase engagement across the website, ads, and social media.

- **Sets the Practice Apart**

Custom content makes the brand feel more premium and memorable than competitors using stock imagery.

PHOTOGRAPHY: BRANDING ESSENTIALS

- **Doctor Professional Headshot**
 - Headshot in the office in front of a clean background.
- **Doctor Lifestyle / Family Photo**
 - Doctor with their family or doing a hobby they love.
 - This humanizes them and makes them more relatable to patients.
- **Anything Unique to the Office**
 - Highlight any unique features of the office:
 - ▶ Does everyone wear neon-colored shoes?
 - ▶ Do patients receive vibrant mirrored sunglasses?
 - ▶ Is there a large saltwater fish tank?
 - ▶ Are the exam chairs heated or massaging?

PHOTOGRAPHY: IN-OFFICE SHOTS

- **Front Desk Interaction**

Receptionist greeting a patient with a smile.

- **Patients in Chair**

Fun, quirky, or artsy shots that are unique and attention-grabbing.

- **Dental Team Group Photo**

The team (dentists, hygienists, staff) smiling together, dressed professionally, and looking welcoming.

- **Consultation with a Dentist**

A dentist explaining a treatment to a patient, using models or digital screens.

- **Technology in Use**

Close-up shots of advanced dental equipment like intraoral cameras or 3D imaging tools.

- **Patient-Staff Interaction**

Hygienist or dental assistant engaging with a patient.

OFFICE TOUR

A quick introductory video showcasing the inside of the practice, front desk, waiting area, staff greeting patients, and the doctor(s).

SHOTS

- Exterior or interior signage of the practice.
- Front desk with staff greeting.
- Waiting area with a comfortable ambiance.
- Dentist warmly welcoming a patient.
- Dentist/staff describing the practice.

TALKING POINTS

- Dentists and/or staff should discuss the unique experience of your practice.

MEET THE DOCTOR

A brief introduction to the lead dentists, highlighting their expertise, passion for patient care, and personal life to humanize them.

SHOTS

- Dentists reviewing x-rays, CBCT, etc.
- Dentists interacting with patients or team members.
- Dentist performing procedures on patients.
- Dentist sitting and talking to the camera.

TALKING POINTS

- The dentist explains their approach to care and what they do in their personal life.

WHAT TO EXPECT (FIRST VISIT)

Explains the step-by-step process of a new patient's first visit to ease any anxiety.

SHOTS

- Patient checking in at the front desk.
- Hygienist explaining procedures.
- Dentist consulting with the patient.
- Patient leaving with a friendly goodbye from staff.

TALKING POINTS

- Explain a new patient's visit from start to finish, addressing common concerns to make them feel at home.

PATIENT'S POV

An immersive first-person experience of a routine exam and cleaning.

SHOTS

- Patient walking up to the front desk to check in.
- POV view of the waiting room (calm ambiance, magazines, plants, etc.).
- Quick cut of the patient being called in with a smile from the hygienist.
- Over-the-shoulder shot of the hygienist explaining the cleaning process.
- Close-up of the intraoral camera/x-ray on the screen showing the patient's teeth.
- POV view of the hygienist working gently with tools.
- POV shot of the dentist entering with a smile and introducing themselves warmly.
- Over-the-shoulder view of the dentist and patient discussing oral health.
- Quick cut of the dentist showing dental models or visual aids.
- Dentist shaking hands with the patient to wrap up the appointment.
- Close-up of a small goodie bag being given to the patient at the checkout desk.

TALKING POINTS

- Voiceover of the patient explaining their experience from start to finish, focusing on professionalism, technology, and thoroughness.

TECHNOLOGY & EQUIPMENT

Showcasing the advanced technology used in the practice to provide top-tier care.

SHOTS

- Equipment like digital X-ray machines, CAD/CAM, CBCT, and intraoral cameras.
- Dentist using technology with a patient.
- Close-ups of computer screens with 3D scans.

TALKING POINTS

- Explain how the cutting-edge technology benefits the patient and enhances their experience.

TESTIMONIALS

A series of patient testimonials to build trust and showcase positive outcomes.

SHOTS

- Interview-style clips of patients sharing their experiences.
- B-roll of patients interacting with staff.
- Feature various treatments/outcomes.

TALKING POINTS

- Discuss the patient's initial issue, the solution the doctor provided, and the treatment's impact.

BEFORE AND AFTER

Highlights transformations from cosmetic and restorative procedures, showing before-and-after results.

SHOTS

- Before-and-after photos of patients.
- Dentist explaining procedures like teeth whitening, veneers, full-mouth dental implants, dentures, etc.
- Patient showing off their new smile.

TALKING POINTS

- Discuss the desired outcome, the doctor's recommendation, and the patient's happiness with their new smile.

READY TO LAUNCH?

Clear to Launch helps practices grow through smarter marketing, stronger systems, and clear direction.



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