

Provider Video FAQ's

What is the provider introduction video?

The provider video is a simple 2-minute video to help patients get to know and foster a connection with providers. Providers share a brief medical background, conditions they treat, patient philosophy and personal interests. Participation is voluntary. Our recording format is interview style with nine questions. The same questions are asked of each provider, and it takes about 30 minutes. The video is intended to develop a sense of trust, recognition, and personal connection prior to an appointment.

How providers can participate?

There are 3 ways providers can complete their provider video:

1. New providers will be afforded time and scheduled during their orientation portrait time if they choose have a video. This is handled by the Onboarding Specialist during the orientation process and providers don't need to schedule on their own.
2. For current providers, an appointment at our Marshfield studio can be scheduled.
3. For providers practicing outside of Marshfield, their video can be scheduled when the photo/video team travels to regional sites for provider photos and other system projects. Providers and managers will be notified in advance of these trips and given the opportunity to schedule a recording session. Operations Managers can also schedule groups of providers over a specific day by working with the Video & Photography team.

What if a provider works outside of Marshfield?

Throughout the year our team travels to different locations for portrait photography and other system projects.

- For providers practicing outside of Marshfield, recording time can be scheduled during these visits. Providers and managers will be notified in advance of these trips and given the opportunity to schedule a recording session.
- Department managers can also request the team schedule time to travel to their location. We'd ask that a minimum of 6 providers to be scheduled on a given day. Department managers can schedule an group appointment for provider videos by reaching out to photography@marshfieldclinic.org or calling 715-387-5450.

How long does the video process take?

Recording takes approximately 30 minutes. We shoot in our studio in Creative Services (Marshfield Medical Center in Marshfield on the ground floor (GE5) of the medical offices). Providers will be given dress/appearance recommendations and questions for preparation before recording.

Is this a part of the onboarding process and practice building?

No, because of the timing of when the video is recorded (at or after their orientation), it's not logistically possible to have this video available for the earliest stages of a provider's practice

building plan. However, this video is a great long-term tool for patients to foster a connection with their provider.

Where will it be published?

You can find provider videos on the individual profile page on the Health System online directory at marshfieldclinic.org/doctors. Marketing/Communications are exploring further digital strategies for expanded use of these videos.

Where do I go if I have questions?

If you have any questions about a provider introduction video, please reach out at photography@marshfieldclinic.org or call 715-387-5450.

What is the timeline to publish after recording?

Videos are professionally recorded, edited and published on the provider bio page on the Health System website. When finalized, we will send you a link to your provider page where the video is published.

You will not have an opportunity to review before the video is published. These videos are very templated and straight forward. We will work with you during recording to get your most composed answers and will present you in the best possible light. Our standard timeline for these videos to be published is approximately one month. However, other system strategic needs may take priority and the actual publishing time may vary.

We appreciate your patience as we strive to provide this new service.

Is a provider video required?

The provider introduction video is voluntary.

What's expected of the provider during recording?

Our recording format is an interview with nine questions. The same questions are asked of each provider, and it takes about 30 minutes. Providers will be given dress/appearance recommendations and questions for preparation before recording. We want to capture providers in the best light possible, so may ask questions several times to have options to use the best footage.

Who can opt into recording a video?

Providers who have a page on the Marshfield Clinic Health System provider directory (<https://marshfieldclinic.org/doctors>) can opt in to record an introduction video. Requests will be prioritized as our capacity and schedule allows.