

Preparing for your professional portrait or video

Your official portrait and voluntary introduction video are important. They may be a patient's first encounter with you – on our website or in advertising, news releases, print publications and profile cards. It's important the photo and video represent you and the organization.

How you can help ensure a high-quality portrait or video

1. Clothing

Please stay away from bright colors and busy patterns (like stripes).

Business attire is required.

- **Men** – Wear a suit (preferred) or dress shirt and tie.
- **Women** – Wear a professional blouse or blazer with a tailored collar. Do not wear sleeveless/short sleeve shirts or cardigans, and avoid “seasonal” clothing, like scarves.

2. Grooming

- **Men** – Be aware of your hair and five o'clock shadow.
- **Women** – Be aware of your hair, makeup and accessories.

Photography guidelines

The System's photography guidelines have been established to ensure all Marshfield Clinic Health System providers' portraits have a consistent, professional and organizational look for Marketing and Communication materials. For providers in our service area, we provide professional internal photography in our studio or on-location.

For providers outside our service area, portraits may need to be taken by an outside photographer. Creative Services will provide the external photographer with our Marshfield Clinic Health System photography standards and specifications. These specifications safeguard our brand and make certain brand aesthetics, such as background color, lighting and composition are met.

We make every effort to show each person in their best light. Edits and basic corrections are made to remove blemishes, flyaway hair and simple oddities. Portraits that have been personally edited or edited via online image apps will not be accepted.

Questions?

- For questions or additional information, contact Photography Services at 715-387-5450 (ext. 7-5450) or email photography@marshfieldclinic.org
- To update your online bio or profile card, please email **COMM SERVICES (SHARED)**



Profile card



Marshfield Medical Center – Minocqua
715-358-1710

“Creating a partnership between the provider and patient is essential in giving the best care.”

Dr. Bill Melms is a hard-working, dedicated physician. He is committed to his practice providing the best medical

Online bio

