



VIDEO BROCHURES
DIRECT

HEALTHCARE RESULTS

WE FEEL YOUR PAIN

Everything is changing. The landscape of effective pharma and biotech communication has shifted seismically in the era of Covid-19. The industry is scrambling to solve very real engagement problems and we're here to help.

HOW VIDEO BROCHURES ACHIEVE YOUR GOALS

- Generate greater new interest in your products
- 95% of recipients open and view a video brochure
- 54% of recipients recall your primary messaging
- 68% of viewers watch all videos to the very end
- 81% of recipients show more than ten people their video brochure
- 99% of recipients share their video brochure with at least one other decision-maker
- 88% of recipients take action



IDEAL FOR PRODUCT SALES, CLIENT EDUCATION, AND STAFF RECRUITMENT



PROVIDE EDUCATIONAL &
PROMOTIONAL
INFORMATION



INVITE STAKEHOLDERS TO
EVENTS & REWARD BRAND
ENGAGEMENT



DELIVER VALUABLE
MESSAGING IN A NEW &
ENGAGING WAY

WHY VIDEO BROCHURES WORK FOR HEALTHCARE



01 >> 

The Personal Touch

Audiences simply can't resist a personalized, hand-delivered package. Better still, curiosity's a powerful force and it will be opened.

The Element of Surprise

Once opened, viewers will be genuinely surprised to see an ultra-thin, embedded video within and especially when the automatic play function is activated.

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03 >> 

A Unique Experience

Video brochures are still a unique medium and in many cases never previously experienced, so they're invariably handed on and viewed multiple times.

The Ultimate Storyteller

The sheer volume of information provided and the ability to handle complex messaging just can't be replicated in traditional media.

<< 04 

05 >> 

Not a One Hit Wonder

The fact that new videos can be uploaded at anytime means content can be redefined and repurposed time and time again.

HEALTHCARE INDUSTRY EXPERTS

VIDEO BROCHURES
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A VALUED PARTNER WHEN IT REALLY COUNTS

Providers, payers, and industry alike utilize video brochures to boost product sales, enhance education initiatives, increase brand loyalty and impact numerous other growth metrics. Our team is fortunate to work with some of the top brands in healthcare (and their agencies) with valuable success stories and tested industry knowledge. The following white paper outlines our advantages.

Video Brochures Direct was born out of a vision to bring innovative, compelling, and quality media technologies directly to the healthcare market at accessible price points.



"This is great. Thank you for the hard work and quality."

Alyx G. - Associate Director, Project Specialist



QUALITY YOU CAN TRUST



"Video Brochures Direct did a fantastic job start-to-finish. Service, pricing and most of all quality of their products are by far better than other vendors we have worked with in the past."

Chris Albany
President
Avenue Red Media (Representing Renovia)

CONSIDERATIONS WHEN EVALUATING VIDEO BROCHURE VENDORS

1. Select a video brochure vendor that is intimately familiar with the challenges facing providers, payers, and industry
2. Choose an American-owned vendor that fully understands and controls the quality of production and shipping
3. Speak with expert advisors to plan, implement, and deliver complex campaigns and user experiences
4. Ensure your vendor offers only FCC-certified safety-compliant video brochure products
5. Understand the full procurement, production, and delivery process prior to signing any deal
6. Ensure vendor is responsive 24 hours a day
7. Select a vendor that helps you measure and track your success



SIZES & STYLES OF VIDEO BROCHURES

Video brochures come in multiple shapes, styles, print finishes, screen sizes, and technical capabilities. They are custom-built by hand using high tech components and an ultra-thin HD screen. We are limited in capability only by your imagination. If you can dream it, Video Brochures Direct can build it.

BUDGETING FOR VIDEO BROCHURES

Most video brochures typically range between \$25 and \$65 per unit depending upon quality, format, screen size, and number of videos. Most projects begin to realize significant cost-savings at 250 units or more. Many teams find it important to speak with an American expert about ways to maximize their budget.



THE FULL PICTURE: BUDGET CHECKLIST

When planning your campaign budget, it's important to understand the full spectrum.

****If your vendor doesn't explain these to you upfront, you may be in trouble.**

- Video production
- Content writing
- Photography
- Graphic design
- Brochure fabrication
- Mailing box
- Fulfillment
- Postage
- Duties and Shipping

POPULAR FORMATS

2.4" inch screen Video Business Card

4.3" inch Screen Video Brochures

5" inch Screen Video Brochures

7" inch Screen Video Brochures

10" inch Screen Video Brochures

Video Books

Video Presentation Box

Half Page Video Brochures

Presentation Folders

Video Presentation Box

Bespoke Video Brochures

YOU'RE IN GOOD HANDS CREATIVELY

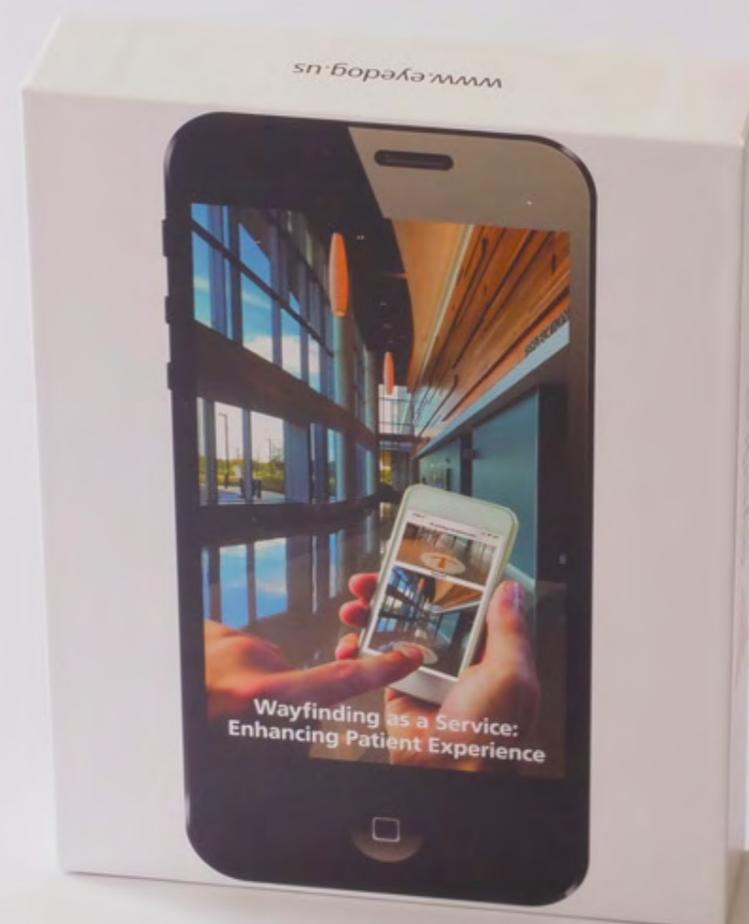
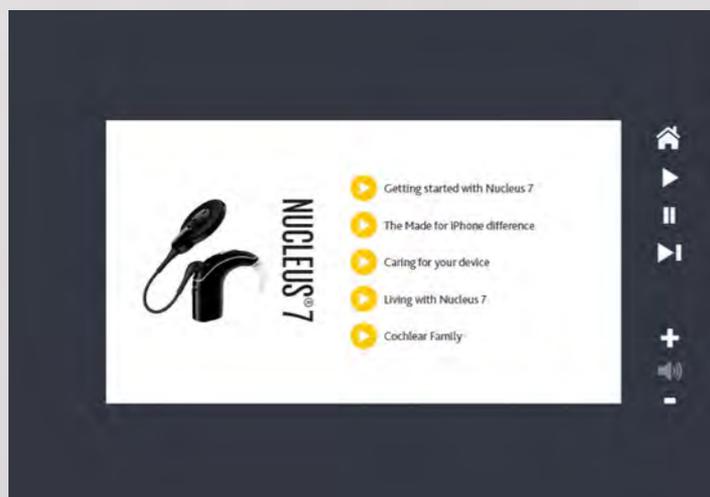
Our American experts in healthcare work with your internal and external teams to plan, design, implement, and measure your campaigns

Video Brochures Direct customers sleep well at night. Having served hundreds of institutions and Fortune 500s, we have developed a clear process that leads to successful video brochure campaigns. We are defined by highly-responsive customer service and a commitment to your project's success.

Quality Animation



Screen Menu Design



Unique Styles & Finishes



HEALTHCARE CASE STUDIES

USE CASE: PRODUCT SALES



Nanosonics Product Sales

Nanosonics AuditPro™ standardizes ultrasound infection prevention practices to help clients meet their accreditation requirements and deliver best practice patient care across their organization.

The AuditPro product was housed in the video presentation box to illustrate the effectiveness of this hi-tech device. Upon opening, customers were greeted by a personalized Nanosonics staff member video which lead into videos targeting specific departments within the organization.

Video Brochures Direct provided media training and instructed Nanosonics staff on how to film using our own best practice guidelines, programmed the complex menu system and dispatched all units to their customers.

VIDEO BOX USES:

A sales initiative that was sent to the major stakeholders of large hospitals and healthcare providers across the country.

VIDEO BOX SPECIFICATIONS:

Size: Medium Size Video Box

Fabrication: Hardcover

Screen Size: 7 Inch IPS HD

Number of Videos: 5

Buttons: Custom Configuration

Finish: Matt Anti-Scratch



USE CASE: PATIENT EDUCATION



WHEN THE WORLD WAS HIT HARD WITH COVID-19, PFIZER AND THEIR AGENCY REACHED TO VIDEO BROCHURES DIRECT

Patients in Pfizer's Covid-19 clinical trial were required to swab their noses and mail in samples after each test administered.

Pfizer needed an efficient way to provide training to trial participants about test administration. The video included a comprehensive animation with step-by-step instructions via voiceover.

Pfizer requested an on/off button so trial participants could turn the brochure on and off as needed.

VIDEO BROCHURE SPECIFICATIONS:

Size: Half Page

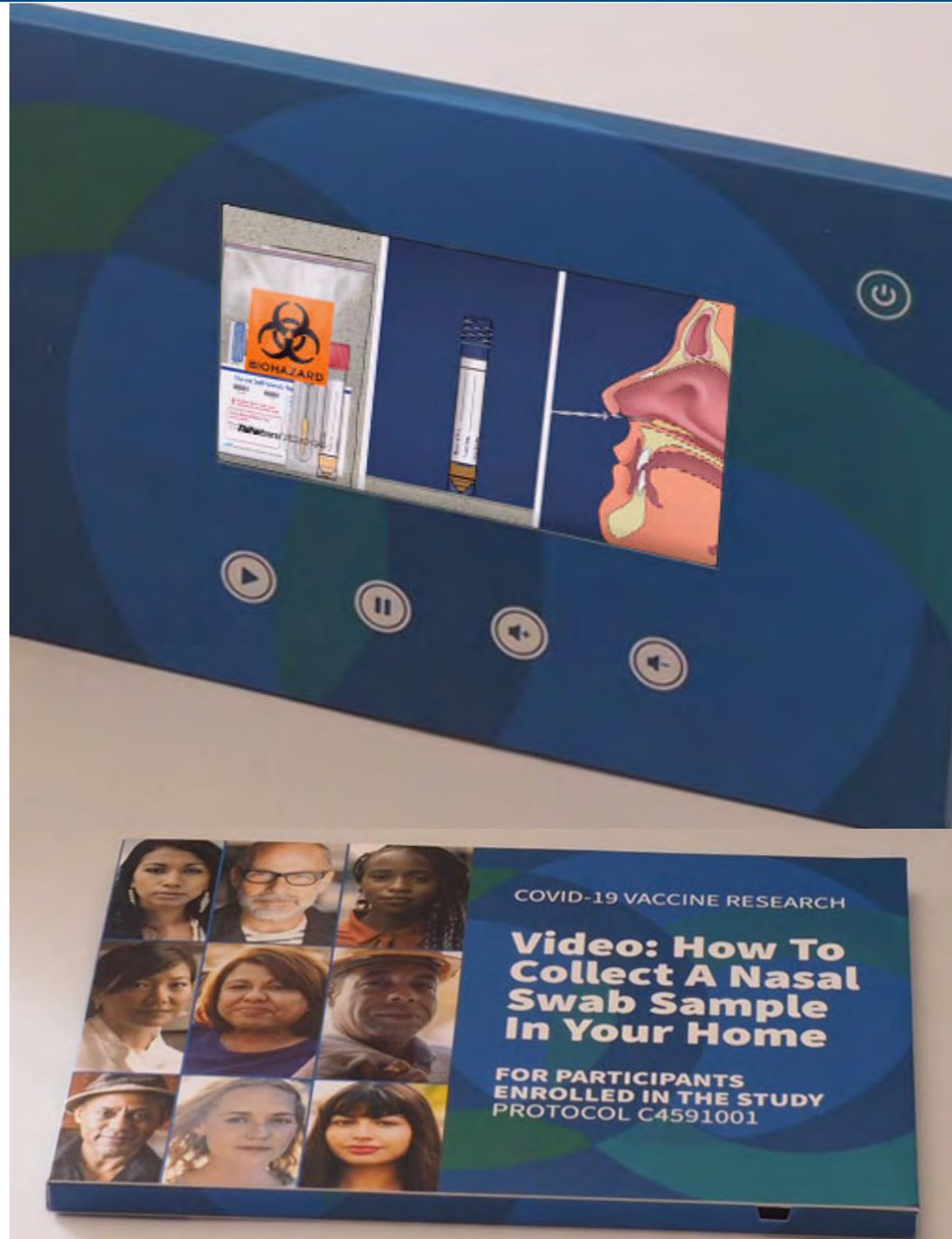
Fabrication: Paperback

Screen Size: 5 inch IPS HD

Number of Videos: 1

Buttons: Play/pause & volume

Finish: Matt Anti-Scratch



USE CASE: PATIENT EDUCATION & TRAINING



Duodopa is used to manage the symptoms of Parkinson's disease through the use of a gel that is administered continuously. The easy-to-use video brochure contained a series of brief videos that show patients how to administer Duodopa safely and confidently, using the CADD Legacy Pump. At the press of a button, videos explain every step a patient needs to take — from preparing the pump in the morning to turning it off at night.

Once the patient is familiar with how to operate the device they are encouraged to return the brochure back to their doctor for the next patient.

This trial has been so successful that they have produced 3 versions of the brochure to educate and assist patients with the operation of the device.

VIDEO BROCHURE USES:

Duodopa video brochures were mailed out to patients who required the device to assist with Parkinson's Disease.

VIDEO BROCHURE SPECIFICATIONS:

Size: Square 8.5" x 8.5"

Fabrication: Paperback

Screen Size: 7 Inch IPS HD

Number of Videos: 7

Buttons: Custom Configuration

Finish: Matt Anti Scratch

USE CASE: HEALTHCARE EVENTS



There's nothing like a video brochure when it comes to cutting through, getting people's attention and in 95% of cases, being opened, watched and shared.

Video Brochures deliver a sophisticated level of information simply and effectively to either patient or doctor. Your valuable message simply won't go unnoticed.

TOP 3 REASONS EVENT VIDEO BROCHURES WORK

1. Demonstrate a competitive point of difference
2. Generate excitement and intrigue about your product
3. Provide a "viral" leave-behind that gets passed around

VIDEO BROCHURE SPECIFICATIONS:

Size: Half Page

Fabrication: Hard Cover

Screen Size: 7 Inch IPS HD

Number of Videos: 5

Buttons: Play/Pause and Volume

Finish: Matt Anti Scratch

"It should come as no surprise that the video brochures were a huge hit! Providers were very impressed and love how they are a great patient education tool.

Video Brochures are the most sought-after of any marketing tool I have ever created in my 15+ years in marketing."

Natalie Toomey
Senior Marketing Manager Leva



7 Essentials for Quality Control

When “risking” your budget on an innovative project like video brochures, it is critical to understand quality production.

1. PDF printer’s proofs should be prepared and checked by American team members prior to presentation to the client for approval
2. Video files are reviewed and optimized to ensure quality audio prior to factory upload
3. Once printed, every video brochure is thoroughly checked by our white glove inspection
4. Batteries are fully charged and double-checked for reliable recharging functionality
5. Once assembled, video and function buttons are thoroughly tested for function and durability
6. After full assembly, batteries are rechecked prior to packing and shipping
7. Brochures are properly packed for quality protection during transit





VIDEO BROCHURES
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Helpful? Feel Free to Contact Us.

American experts in video brochures for healthcare are standing by to answer your questions. Make it easy on your team and work with the best.

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