



Case study: Basildon and Thurrock University Hospitals videos showcase outstanding baby-friendly maternity facilities

Videos help a busy maternity unit engage with expectant mums through social media

Basildon and Thurrock University Hospitals NHS Foundation Trust serves a population of 400,000 in south-west Essex. The busy maternity unit handles more than 4,500 deliveries every year and employs around 187 full and part-time midwives.

For many years, the hospital hosted tours of the maternity unit for groups of between 20 and 30 pregnant women and their partners. The aim was to show them the facilities and explain the processes and procedures involved in giving birth.

But Jennie Pointing, Head of Midwifery and Gynaecology, had severe reservations about the tours. "If the maternity unit was busy, we wouldn't be able to show all the facilities, so sometimes the visitors would see very little," she said. "It was also hard to ensure that information was delivered consistently, as the narrative varied according to the midwife in charge of the tour. There was of course a risk of infection, and that some women in labour might find a tour intrusive. The tours also took midwives away from their frontline duties."

Jennie decided to replace the physical tours with a video. "We needed a way to showcase our services and to provide important information for expectant mums, and I thought video was the perfect medium," she said. "We could engage with them via social media platforms like YouTube and ensure that the videos were on the hospital website. Expectant mums could watch the videos with their partners and family, whenever they liked, in the comfort of their own home."

NHS procurement rules meant that a minimum of three companies were asked to tender for the project. In the end, the hospital chose Hertfordshire based video company Film Infinity.

The shoot resulted in four videos being made. "In the end, I didn't want one long video, which may have bored the viewer," said Jennie. "We therefore decided to create four separate videos: Tour of the maternity unit; Before you have your baby; Birth; and After you have your baby."

"We had not made a video before. We had to work closely with the hospital's communications department to ensure there was no advertising; that we highlighted BBE practices (Bare Below Elbow is a key infection control practice used on wards); that the staff wore consistent uniforms; and so forth. I appointed a senior midwife to act as the project manager.

"Ian and Chris from Film Infinity were relaxed and easy to work with, and kept any disruption to a minimum. They were patient and understanding throughout the whole process. I was very happy with the result and would have no hesitation in recommending them to another NHS hospital."

The response to the videos has been positive, with thousands of viewings so far on YouTube alone. To see the videos visit <http://bit.ly/1NR6Ck>

For more information about Film Infinity's services call 01462 642251 or visit www.filminfinity.co.uk.



Healthcare video production overview

Film Infinity is a highly creative, innovative video production company. We always work closely with our clients from the initial concept to the completed video, tailoring our approach around the needs of each client.

Working in a medical environment requires care at the production planning stage and respect for patients and staff. We have experience in making videos in busy NHS hospitals and are acutely aware of the need to keep any disruption to the absolute minimum. For example, we use battery powered lighting, which ensures there are no trailing cables, and lightweight cameras, which are easy to handle.

There are three key things to think about at the planning stage:

- Why do you want to have a video made?
- Who is the intended target audience?
- What do you want to communicate to your target audience?

For example, a maternity unit video is an excellent way to replace regular tours by expectant mothers and their partners by:

- freeing up valuable staff time to be with patients.
- showcasing a maternity unit's services and BBE practices.
- providing important information for expectant mums in a consistent manner.

Videos can be watched again and again by your target audience in the comfort of their own homes. A Film Infinity video will enable you to communicate effectively with your target audience.

For more information about Film Infinity's services call **01462 642251** or visit our website at www.filminfinity.co.uk.

Our services

We provide a complete video production service including:

- Devising concepts
- Storyboards and artwork
- Scripting and writing content
- Production management
- Project management
- Cameras and lighting equipment
- Sound recording
- All crew
- Editing
- Animation and motion graphics
- DVD duplication, design and build
- Time lapse photography
- Photography
- Models, actors and voiceover artists
- Incidental music
- Stylists