



Medical Website Photos

A GUIDE TO GET WHAT YOU NEED



WARNING

YOUR WEBSITE PHOTOS ARE CRITICAL

How you present yourself online can be the difference between prospective patients either making an appointment or not.

While a poor photo is bad, NO PORTRAIT PHOTOS is worse.

Ensure you use this Guide to get great authentic images for your website, even using your mobile to do s.

Your Most Visited Page

In most case majority of your visitors will visit your doctor's profile page(s).

If you have a comprehensive profile with headings, sub headings, short stem sentences and lots of bullet points you are doing well.

But, most patients just want to see what you look like.



It is Only Natural



Everyone Google's you.

Patients like to know what to expect and to see you before they book a time to meet you.

While this may seem superficial or irrelevant, it is real, and should be taken seriously.

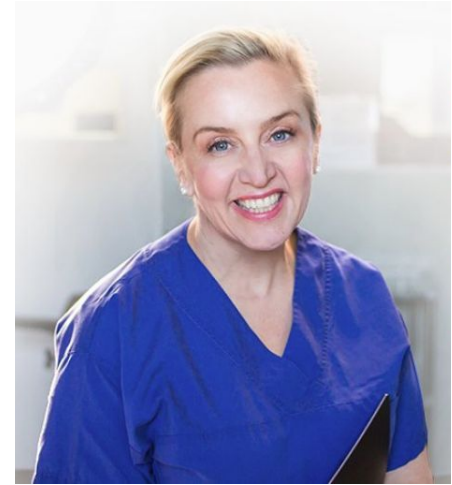
Doctors who ignore this will simply not hear from patients who could not find you or do not like what they found.

Individual Website Photos

The Headshot - suit or scrubs
In Rooms - desk or light box
In Theatre - operating
Part of a Professional Team
Examining a Patient
Helping Happy Patients



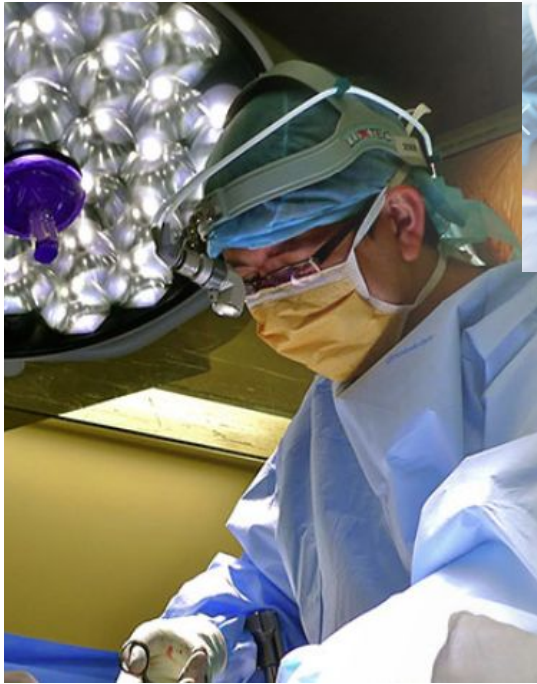
Headshot - suit or scrubs



In Rooms - with props



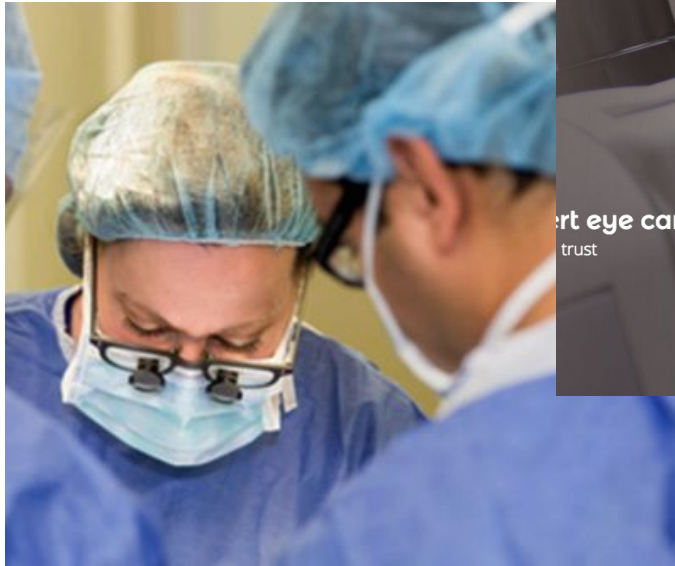
In Theatre - operating



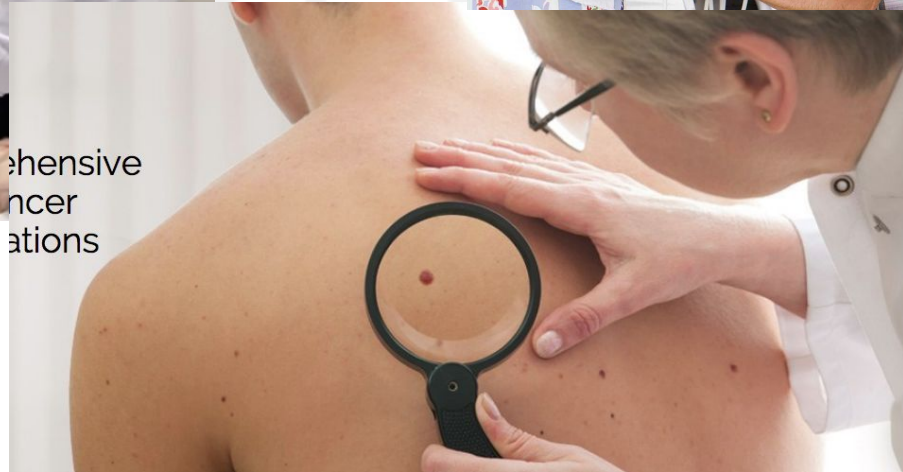
Part of a Professional Team



Add Drama with light & angles



Examining a Patient



Multidisciplinary & Support Team



Show Me & Tell A Story



and wrist conditions.

of hand and wrist surgery, he
the field of upper limb surgery,
research at international and

stances to provide the best

challenging injuries, disorders

ns, including scaphoid
played a leading role in
ery, and performed the
a revolutionary technique
in nerve



With Happy Patients



Show Off Your Rooms



From the Outside



Take Quality Photos

A Better Photo Guide Part One - The Setup

- Be Prepared - ensure you have a changes in tops
- Don't Rush - give yourself time to take many photos
- Lighting - ensure the subject is well lit ***this is critical***
- Use the Flash and Zoom features sparingly
- Focus - ensure the subject is in focus
- Background - consistent colour is easy to work with
- Camera - phones are great, especially in “Apple Portrait” mode where depth of field can be added
- Use HDR (Apple phones) to get detail

Avoid Poor Quality Photos

A Better Photo Guide Part Two - About You

- Ensure Skin, and Hair are as they should be
- Show your Human - Relax and Smile with your eyes
- Express confidence with warmth
- Be comfortable and inviting
- Display professionalism with friendliness
- Reinforce your story with props - scrubs, scalpel
- Ensure your enjoying the process
- Clothing Choices - need to suit your colours
- Tie or no Tie - whatever your patients expect

Professional headshot photographers are great to bring personality into the image. In Sydney try www.jom.com.au

Process Photos

When Illustrating a Process

- Be clear about the process or story
- A story always has a beginning, middle and end
- Map the process in detail before you start
- Create a Shot Sheet with labels and explanations
- Be clear about what is to be shown by each step
- Stage every step photo for optimal visual clarity
- If a step requires multiple angles take multiple images
- Ensure background, scale and lighting are all consistent
- Like before ensure lighting and focus are correct

Photo Submission

When sending your photos

File Format - JPG, PNG, PSD, AI

File Size - between 1Mb and 12Mb

File Labels - Label photo with descriptive name

More on Labels - add context where necessary

Summary

Hopefully this Guide will help you in preparing photos for your website that will enhance your patient's experience.

Remember, the more you put into your website the more the website will be authentic and unique