

Synaptic Healthcare

Precise Solutions & Customized Communications

Customized Communications

Customized Communications Services

- educational conferences documentation
- healthcare forums documentation
- patient education videos
- recruitment and retention
- advertisement
- orientation and standards of accountability
- promotional videos
- community based media projects
- print collateral
- consensus building forums
- website development

What We Can Produce

- **Thirty minute videos:** made-for-TV informational videos that are location-specific.
- **Five minute videos:** location-specific promotional videos for healthcare facilities. Videos may highlight any services, including retention, recruitment, and community outreach. Videos may advertise services, or be designed to establish standards of accountability, protocol standards, or other criteria specified by the facility.
- **One minute videos:** medical terminology definition videos designed to provide quick answers for commonly asked questions, and to define terminologies and services. These one-minute video FAQs will help patients navigate a healthcare facility.
- **Thirty second videos:** ads and PSAs that serve the same purposes as listed above.
- **Conference and seminar documentation.**
Four options:
Shoot
Shoot and edit
Shoot, edit and post to web
Shoot, edit, build DVD, burn to DVD, and post to web
- **Assessments and feasibility studies for healthcare facilities:**
Interactive forums, i.e. blogs and on-line forums. Synaptic organizes, hosts, and reports results.
Online surveys. Synaptic designs the survey, launches, collates results and writes results report.
Mail campaigns
- **Print collateral:**
Brochures and flyers
Newsletters
Postcards
Facility identity documents
Logo design, refinement of existing logos
Reports
- **Consensus Building Forums:**
Organization and hosting
Documentation, report results
Post to web
- **Website development**
- **Community Based Media Projects**
Example: suicide awareness and prevention