



HEALTH

MISSION CRITICAL HEALTH.COM

ABOUT:

MISSION CRITICAL HEALTH

A Capital Media Group Inc program

GOALS

The ever-increasing pace of scientific and technological discovery is continually impacting medicine today. It is difficult for both patients and healthcare providers to keep up with new research and recently-approved treatments. Mission Critical Health (MCH) strives to embrace our position as a healthcare communications company to engage our target audience with evidence-based medical content. Learn more by visiting: missioncriticalhealth.com

The [MCH team](#) continues to develop and publish comprehensive trust-worthy videos focused on improving communication between patient and provider with the following goals:

- ▶ **Inspire:** Delivering a renewed sense of hope and optimism for a healthier, longer life through the delivery of behavior-changing information in terms a patient can understand and actively increase their health literacy.
- ▶ **Educate:** (*Patient-facing*) Translate high-level discussions involving complex scientific terminology into simple terms and visuals the general public can comprehend. (*Physician-facing*) Provide both accredited and non-accredited professional education to targeted national healthcare providers.
- ▶ **Engage:** To raise the level of activation, cooperation, and interaction between the key stakeholders involved in a patient's diagnosis and treatment. MCH engages both the patient and healthcare professional audience with content designed to improve the quality of dialogue between both parties to improve retention and understanding.



Watch a brief introduction video on the MCH site.



PRODUCTION SERVICES & CAPABILITIES

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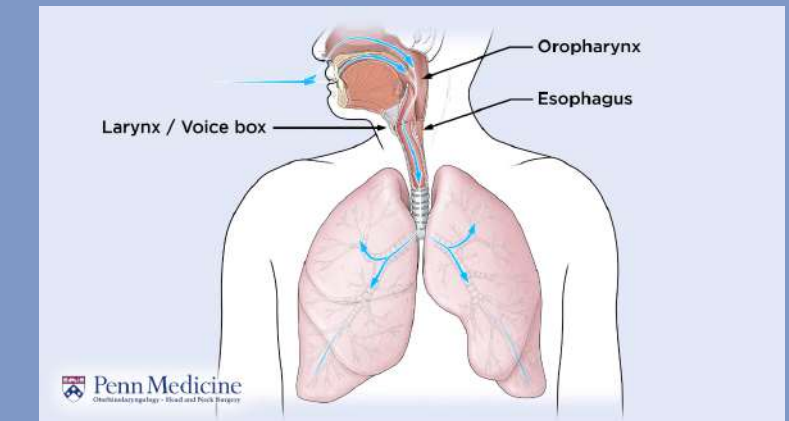


Mission Critical Health

PRODUCTION CAPABILITIES

MCH is a **full service** media and production company with 22 years experience in television and video production, and media distribution. MCH can manage the entire production process from creative development to distribution. ([Production Services](#))

1. HD Video production and Audio recording in-studio or on-location.
2. Full production & project management from creative development to final broadcast.
3. Background research, script writing and story board outline development.
4. Medical animation both 2D and 3D animation and motion graphics.
5. Filming within healthcare locations or in-studio with professional talent or industry spokespersons.
6. Filming editorial interviews in the NASDAQ or NYSE studios with distribution to financial news platform.
7. PBS distribution and publishing services through MCH's multichannel partners.
8. Professional voice-over talent casting and narration recording for documentary production, online training, and animations.
9. Continuing education for physicians, nurses, pharmacists, pharmacy technicians, psychologists, PAs, social workers, dietitians, and optometrists and dentists.
10. Underwater and drone aerial photography and videography.



Medical Animations



Filming On-Location



Filming In-Studio



NYSE & NASDAQ Studio Editorial Interviews

PRODUCTION LOCATIONS

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LOCATION & TREATMENT OPTIONS

Remote location shoots include: ([Location & Treatment Options](#))

HD cameras with various prime lenses, filters, mounted, slider, and tripod cameras, teleprompter, boom, shotgun and lav microphones, monitors, silks, various light packages, submersible gear and certified dive camera operator(s), FAA certified drone, camera, and operator, steady cam, jib, dolly and doorway dolly.

Production Crew:

The production requirements will dictate the necessary MCH talent such as: Board certified physician on-camera hosts, Executive Producer, Director, Line Director, Producer, Director of Photography, Spanish Translator, Voice Over Artists, Hair & Makeup Artist, Camera operator(s), Audio Engineer, Grip and continuity and or time code PA. Additional personnel can be provided as needed.

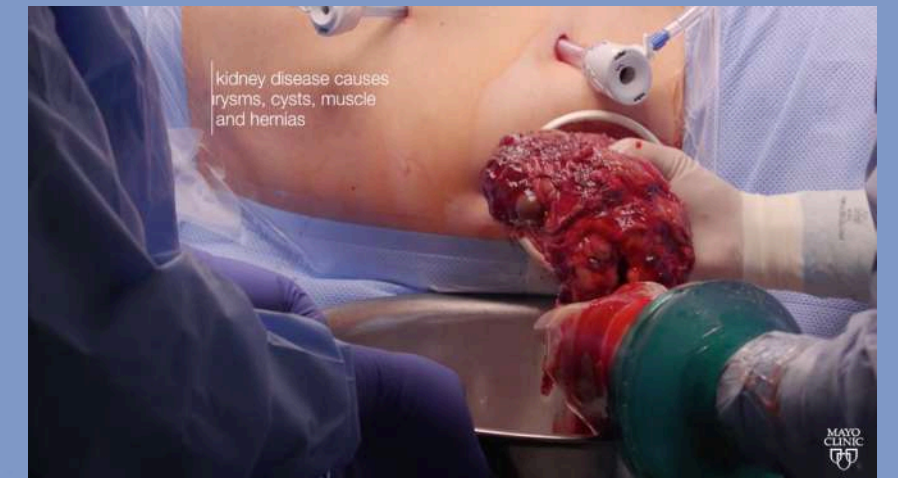
Studio Production Equipment includes:

Sony, Cannon and Panasonic HD cameras, lenses, filters, jib, dolly and doorway dolly, video wall, green screen with psych, physical set(s), teleprompter, boom and lav microphones, monitors, silks, light grid, various light packages and configurations. Studio talent: Producer, Director, Floor Director, Lighting Director, Teleprompter operator, Audio Engineer, Camera operator(s), Hair & Makeup artist, Grip and continuity and or time code production assistant.

Studio empty is 48'x42'. Height to the bottom of the lighting grid is 16'. The video wall is 30 feet wide by 11.5 feet tall. With the physical set stored in the room and out of the way the studio is reduced to about 40'x40'. There is a loading dock with a Doorway opening of 6'2" width in order to get equipment or sets into the studio. The Voice Over (VO) booth off of the audio room fits up to 2 voice talents. For recording sessions requiring a large group of people or foley props we use the studio for audio recordings.

Post Production includes:

Time coded interview transcription and offline paper editing, online editing with Final Cut Pro, After Effects, Motion, ProTools used in concert for the development of video, audio, animations, and motion graphics.



Remote locations such as in the exam room and OR.



On-Location at Medical Conferences



In-Studio utilizing the Video Wall or Green Screen



Patient Stories filmed on-location

IN-STUDIO PRODUCTIONS

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IN-STUDIO PRODUCTIONS

With professional TV studios located adjacent to the international airports in West Palm Beach and Ft Lauderdale Florida, CMG's studio production capabilities provide easy access for experts to participate in medical roundtable productions, medical training, podcasts, and more. Both studios are within a 15 minute drive from each airport.



Immersive Video Wall provides endless background options.



Immersive Video Wall (30 ft x 11.5 ft) with a practical set in front of wall.



White Cyc offers a blank set canvas.



Four-member in-studio roundtable discussion produced with three HD cameras, two teleprompters, in front of the video wall, with studio lighting.



ON-LOCATION PRODUCTIONS

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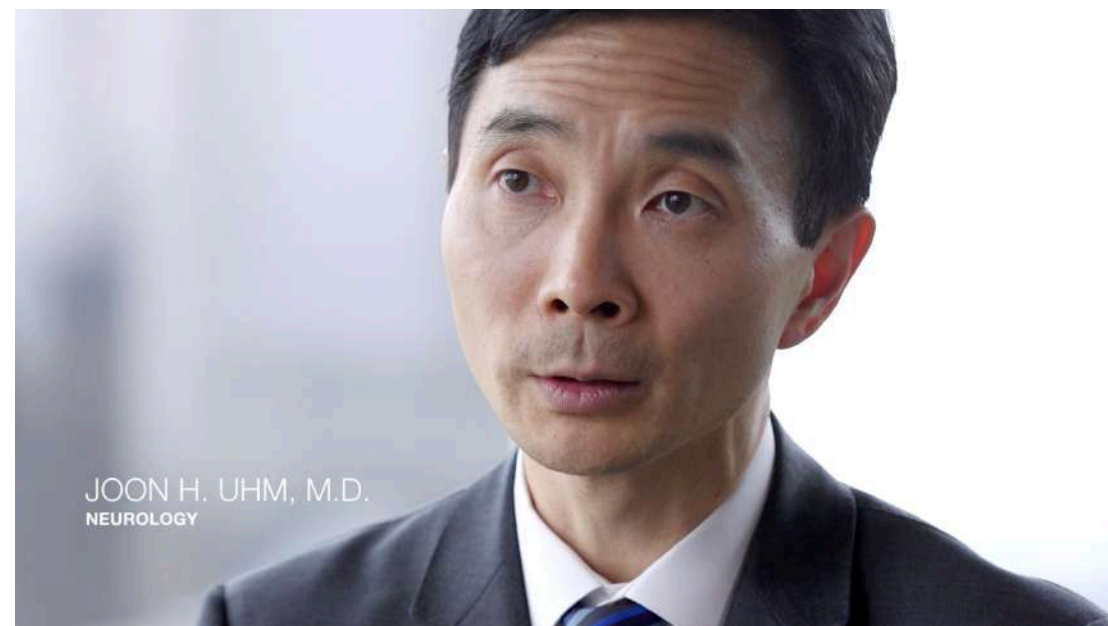
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FILMING INTERVIEWS & B-ROLL ON-LOCATION

The MCH team specializes in the production of educational and evidence-based healthcare videos with [healthcare systems nationwide](#). MCH's medical producers understand how to light, shoot, and edit TV broadcast quality medical productions. Whether its NYSE editorial interviews or emotional patient education videos, our medical producers value every opportunity to participate in the information sharing process. MCH understands medical terminology and how to deliver complex medical terms in a manner patients can understand and retain. Healthcare systems trust the MCH team to protect their brand and deliver their medical communications to both internal and external audiences.

- ▶ MCH typically utilizes a 3-camera design for filming interviews. This approach allows for a more dynamic multi-cut edit.
 - Camera #1 is typically a locked-down tight shot.
 - Camera #2 is typically on a constant motion rig providing a slow moving shot.
 - Camera #3 is typically a locked-down wide shot.
 - Watch [this video](#) to see this application in action.



Camera 1



Camera 2



Camera 3



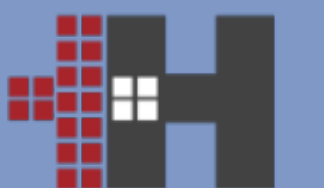
MCH recommends utilizing hair and makeup with 4K interviews.



Hosted interviews with journalist or board-certified physician.



B-roll is required for documentaries and patient stories.



TREATMENT DESCRIPTIONS

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DOCUMENTARY-STYLE

Documentary-style productions provide the ability to engage a professional audience with comprehensive education in a manner that addresses changes to standards in care which ultimately supports improved patient outcomes.

MCH has produced documentary-style productions since it open its doors in 2004. This video production style has been demonstrated to have increased physician engagement, with data analytics supporting longer dwell time on site and higher click-through rates.

The ability to hold our viewers via documentary-style visual storytelling throughout a longer-format allows us to deliver a more thorough disease-specific educational video series delivering complex practice-changing content across multiple topics

Stand alone interviews are useful, but the documentary's ability to interlace a patient's journey with a clinical description of the disease, the timing for approved intervention, and patient communication strategies has made this a winning format within medical professional education. [Watch Precision Medicine in Thyroid Cancer: Less is More \(V1\)](#) here.

Precision Medicine in Thyroid Cancer: Less is More -V1 (Abbreviated Storyboard)



Narration with B-roll opens up the video.



Leading expert interview establishes direction



B-roll support the experts narration.



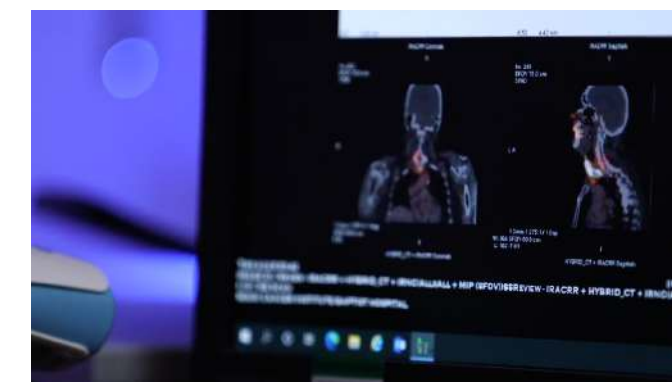
MCH follows the expert into the OR.



Thyroid surgery is filmed to support narration



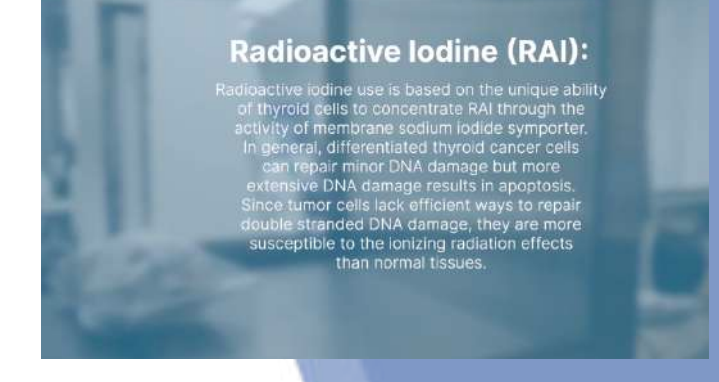
Additional experts provide more clarity.



Supporting medical imaging is captured



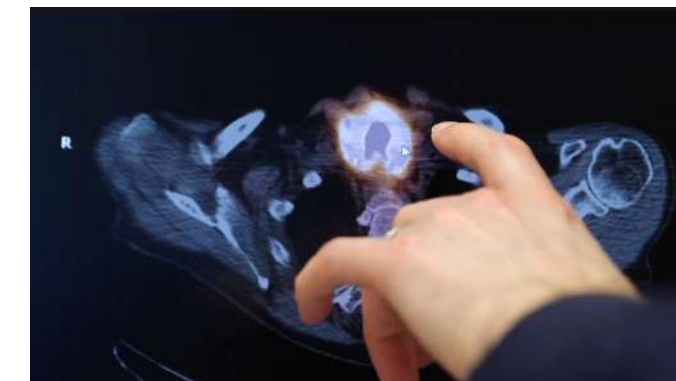
Additional supporting experts are interviewed



On-screen text graphics support retention



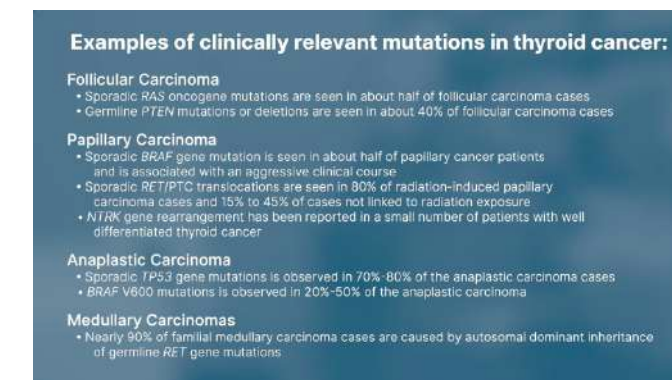
Oncology expert reviewing imaging



Pointing out specific imaging results & details



Introduction of RAI therapeutics b-roll



Standard of Care implications



Patient consult meeting to explain treatment

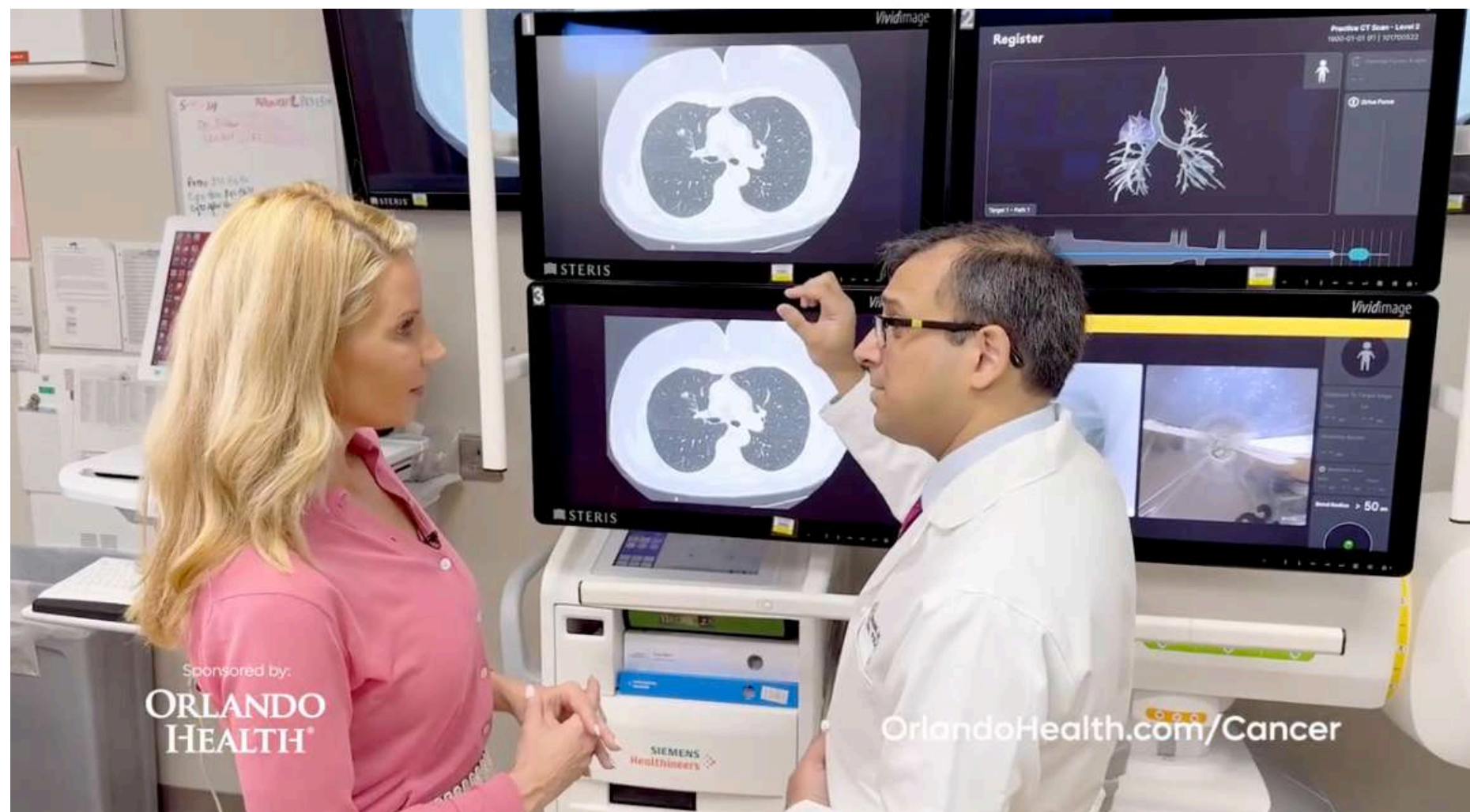


Multi-disciplinary Team meeting

INTERVIEWS

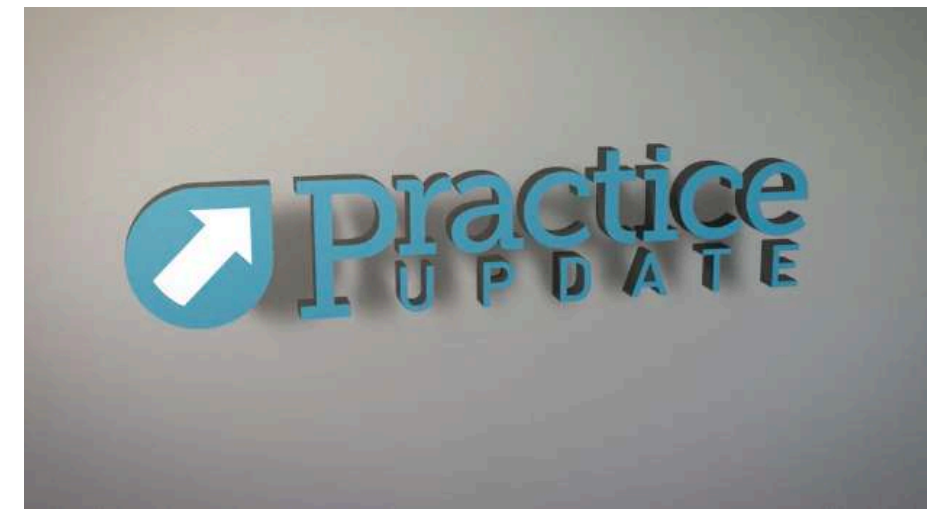
MCH provides a complete production service package offering professional HCP interviews. This service is ideal for publishers seeking to quickly publish news worthy content released during medical conferences. Filming and editing on-location enables MCH to deliver conference interview videos within 24 hours. [Watch the ACR Conference interview with Cheryl Barnabe.](#)

MCH also produces healthcare feature segments for local news channel broadcast. These three-minute segments target local consumer audiences and are filmed on location with MCH's journalist host Elizabeth Hart and participating experts. [Watch Orlando Health's We Make It Personal - Using AI for Early Detection of Lung Cancer.](#)



Orlando Health's weekly

ACR Conference: Interview with Cheryl Barnabe (Abbreviated Storyboard)



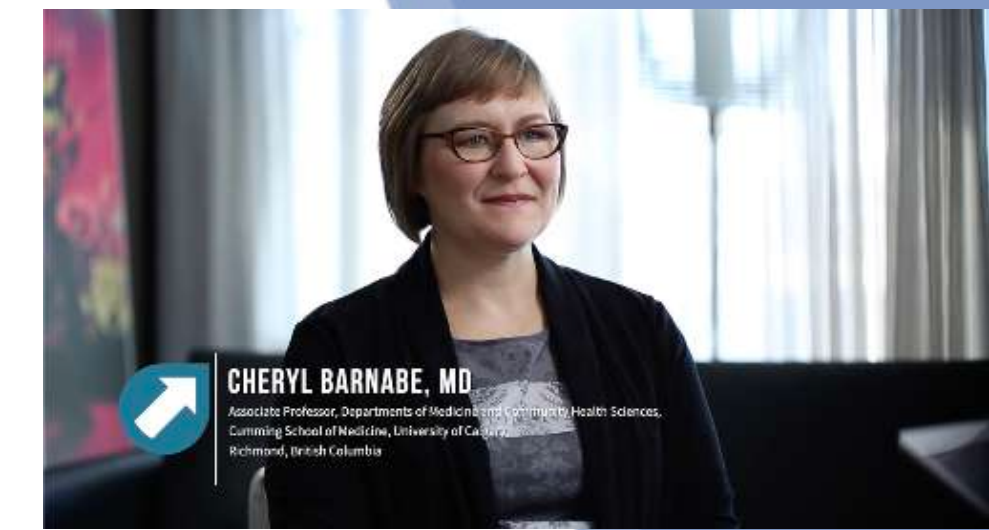
Animated Logo Show Open



Text Slate with topic introduction



Host Introduction (Lockdown framing)



Participating expert introduction (Camera 2 on moving rig)



Host utilizing interview questions via live Google doc developed by the editorial team and revised on the fly during interview.



KOL interview cuts between (Camera 1) tight and wide shot.



Objects in foreground provide dynamic presentation (optional)



Closing logo and URL

CONFERENCE COVERAGE

In 2015 MCH expanded on-location filming capabilities to conduct interviews at major medical conferences nationwide. We were honored to have been selected by Elsevier to develop content from such conferences as ASCO, ESMO, SNO, SABCS, ACC, ASCO GU, ACR and the ADA. Over the ten year contract, MCH produced over 2,000 conference interview videos for Elsevier. These conference interviews captured the most recent clinical results and were filmed, edited, and provided to Elsevier for review within 24-48 hours.



ASCO Chicago



ASCO GU Orlando



ESMO Munich



SNO Phoenix



ACR Las Vegas



SABCS San Antonio



PATIENT STORIES

MCH patient story productions include a comprehensive pre-interview call with the patient. MCH manages all logistics including coordination with participating healthcare shoot location(s), script outline and storyboard development, medical expert interviews, patient testimonial filming, b-roll, medical animations, and complete post-production. Watch samples by clicking on the images below. MCH’s patient story productions have received impressive analytics.

Breakthrough Women in Science & Medicine is a PBS series from the American Medical Women's Association produced in collaboration with MCH’s parent company, Capital Media Group, Inc. The series celebrates women in STEM while addressing important topics impacting women. [This series reaches 80 U.S. households](#) across PBS stations nationwide, [the PBS apps](#), and live streamed across the top streaming platforms. The [distribution strategy for this series](#) drives long-lasting impact. [This simple infographic](#) presents the series’ audience numbers.



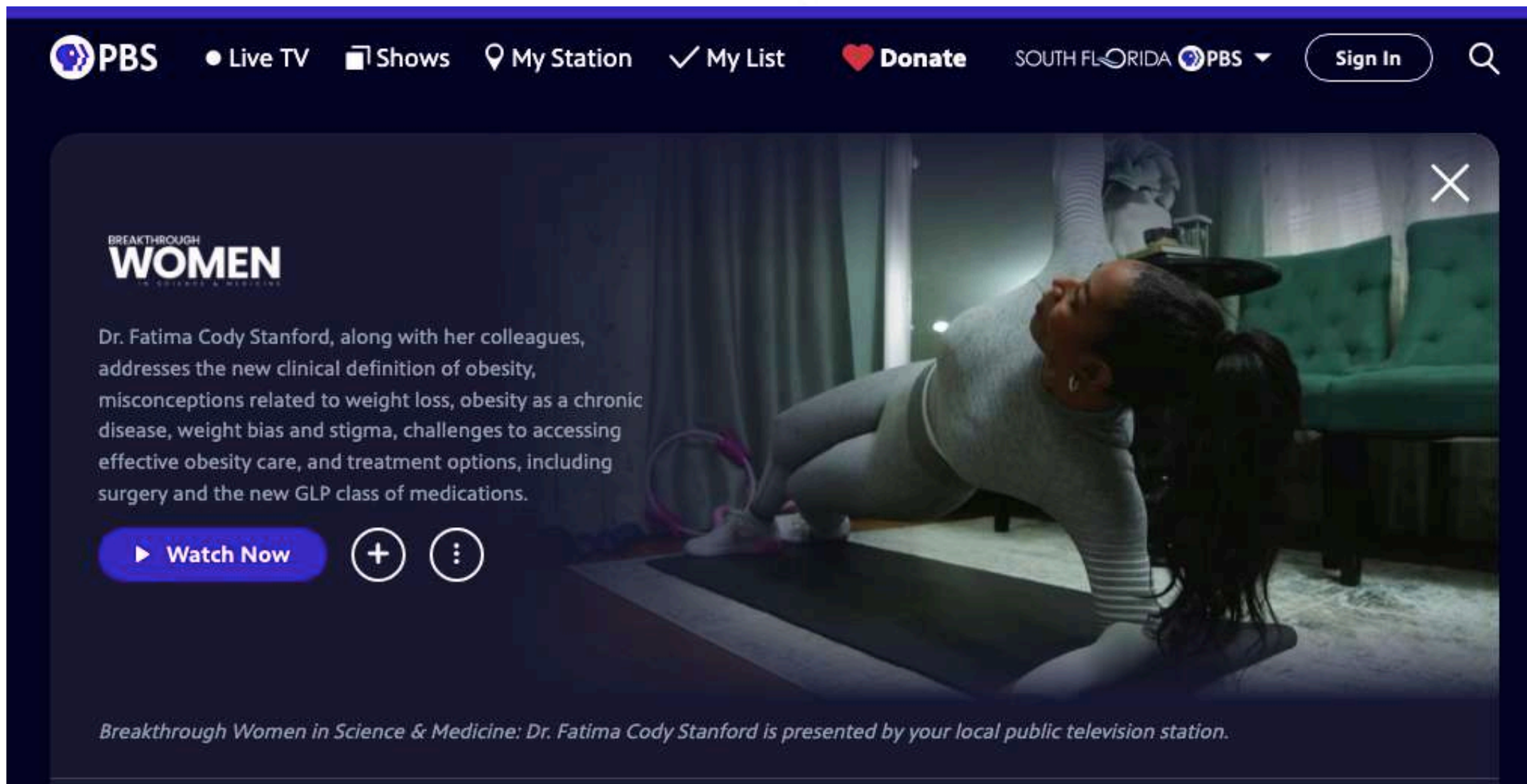
Balancing Hope and Reality (Breast Cancer)



Planning a Metastatic Breast Cancer Retreat



Angina: Lo Que Las Mujeres Deben Saber



SPECIALTY AREAS

MCH's producers have years of experience writing and producing stories featuring patients and their emotional journey. These productions often require filming on-location and capturing the patient's experience in a manner that speaks to a larger audience.

Filming surgeries is also an area where MCH excels. For documentaries, filming in the OR provides an authentic and scientific perspective necessary for the scientific accuracy of the film. For professional education videos, often times it is necessary to film a surgery in order to deliver an in-depth anatomical reference to support the physician's overall understanding of a specific procedure. MCH crews are highly experienced filming within the OR, exam rooms, and with patients at their homes.



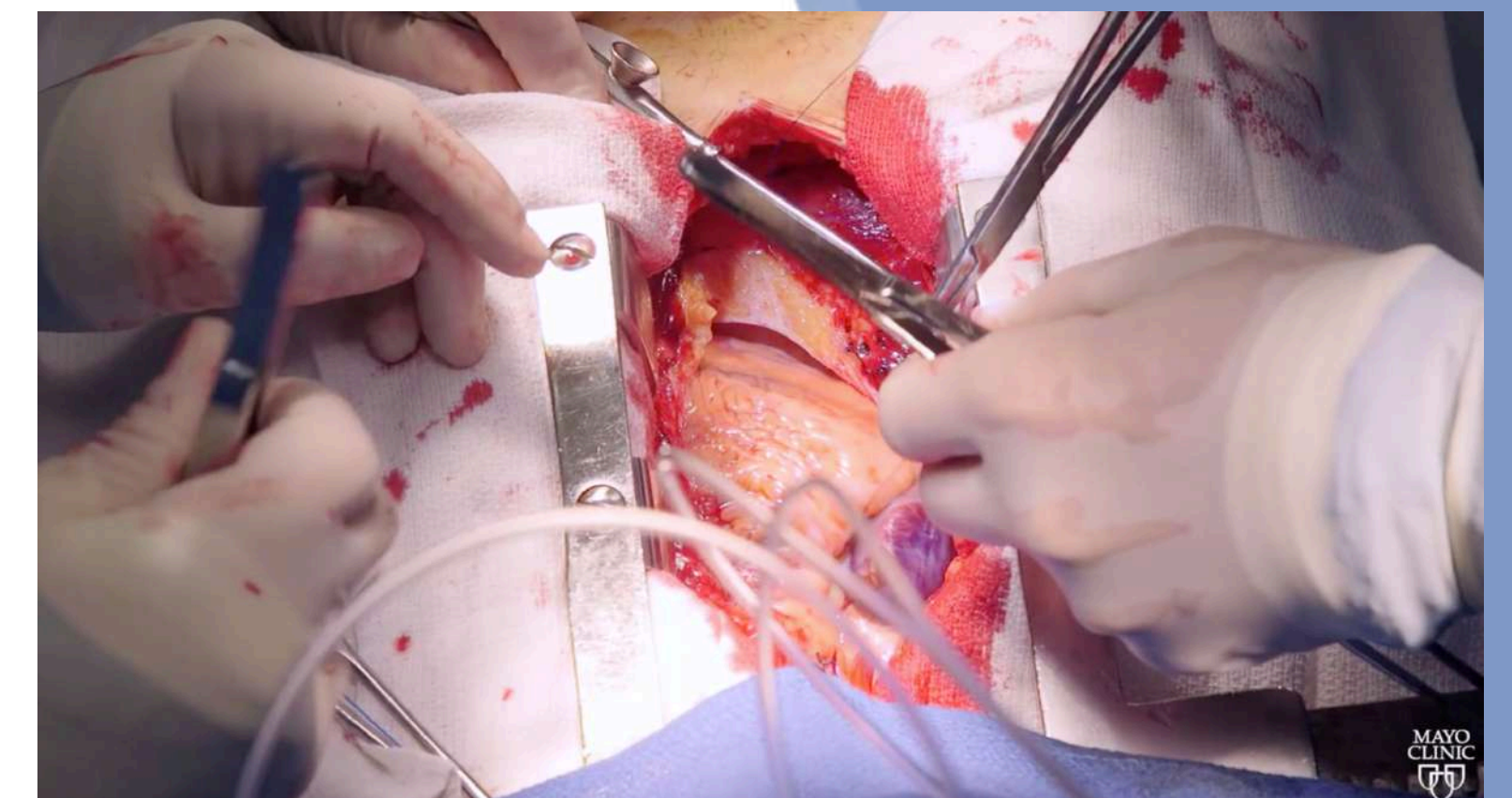
MCH filming medullary thyroid cancer surgery



Patient Story (Spanish language)



Patient Story (Spanish language)



MCH filming cardiomyopathy surgery

PRODUCTION SAMPLES

The following samples showcase a variety of ways to deliver educational healthcare content. These production treatments are just a few of the ways MCH can creatively deliver content. Feel free to contact MCH if you need any additional information or samples.

- [Documentary-style video series](#) - MCH has produced over 50 documentary-style videos across multiple topics
- [Tumor Board - Robotic Partial Nephrectomy Surgery](#) - this series addressed surgical considerations
- [Patient Perspectives](#) - Heather Donohue
- [Conference Interview](#) - No Host
 - [Headshots taken after the interview](#)
- [Conference Interview](#) - with MCH Host
- [Virtual Interview](#) - with Physician Host
- [Virtual Interview](#) - No Host
- [PU Podcast](#) - conversion of video interview into an audio-only podcast format
- [Global Physician Survey 2022](#) (series of 4 videos)
- [Global Physician Survey 2024](#) (series of 3 videos)



MCH films cardiac monitor story with Holy Cross Hospital.



MCH films cardiac ablation surgery.



MCH interviews a Mayo Clinic neurosurgeon.



FEEDBACK

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“WE HAD A GREAT EXPERIENCE WITH YOU AND YOUR TEAM AND WOULD LIKE TO WORK WITH YOU IN THE FUTURE. THANK YOU.”

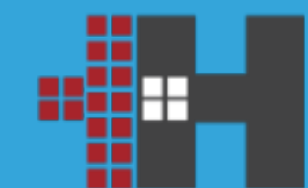
**Anissa Blanshan
Medical Professional Marketing Manager
Mayo Clinic**

“I WAS IMPRESSED WITH YOUR TEAM. THEY WERE VERY PROFESSIONAL, RESPECTFUL, AND EXPERIENCED IN WHAT THEY WERE DOING. YOU GUIDED US WELL IN PROMPTING US HOW TO SAY WHAT NEEDED TO BE SAID TO GET THE IDEAS ACROSS IN A SUCCINCT MANNER. I WAS QUITE IMPRESSED. THE VIDEO MAKES ALL OF US LOOK SO PROFESSIONAL, AND THE HOSPITAL LOOKS GREAT IN ALL OF YOUR SHOTS. THE QUALITY OF THE VIDEO, EVEN BEFORE THE EDITS WAS AWESOME!! THE WAY YOU OVERLAID PEOPLE SPEAKING, WITH THE NURSING PROCESS, AND BACKGROUND OF OUR HOSPITAL WAS AMAZING. IT ALL FLOWED SO SEAMLESSLY.”

**Karen Corrick, BSN, RN
Nursing Informatics
Great River Health Systems**

“THESE ARE AWESOME! THE PATIENT CASE STUDY BROUGHT TEARS TO MY EYES. THANK YOU FOR CAPTURING WHAT WE DO SO BEAUTIFULLY. I WILL SHARE THE VIDEOS WITH ALL WHO PARTICIPATED — AND MORE AS WE WILL USE IT ON OUR WEBSITE AND SHOUT IT OUT ON SOCIAL MEDIA. I MAKE MANY PRESENTATIONS NATIONALLY AND INTERNATIONALLY AND THESE WILL BE INCLUDED, FOR SURE. THANK YOU AGAIN.”

**Sandra Barker, PHD
Center for Human-Animal Interaction
Virginia Commonwealth University School of Medicine**



“THIS IS THE BEST VIDEO EVER! SERIOUSLY. WE SHOULD USE THIS AS A TOOL BECAUSE IT SHOWS THE VALUE OF THESE VIDEOS TO A PRACTICING CLINICIAN IN A HIGHLY CONTROVERSIAL AREA AND OUR ABILITY TO GET 3 DIVERSE EXPERTS WITH NUANCED VIEWS TO PROVIDE THE BEST POSSIBLE GUIDANCE. ANYONE WHO KNOWS HOW MEDICINE WORKS WILL SEE WHY OUR VIDEOS HAVE 80% PLUS VIEWERSHIP AT THE 75% MARK.”

**Aman Shah
Executive Publisher
Elsevier, Practice Update**

“ THIS IS SOOOOO WONDERFUL! I HAVE WATCHED IT NOW 6 TIMES AND LOVE IT. YOU DID AN AMAZING JOB!

**Lillie D. Shockney, RN., BS., MAS, ONN-CG
University Distinguished Service Professor of Breast Cancer
The Johns Hopkins Breast Center**

“IT WAS A PLEASURE WORKING WITH YOU. WE APPRECIATE YOUR EFFICIENCY AND KNOWLEDGE ABOUT THE WORK BEING DONE IN EACH AREA, AND MAKING EVERYONE FEEL COMFORTABLE. WE LOOK FORWARD TO SEEING THE FINAL PIECE. LET ME KNOW IF WE CAN HELP WITH ANYTHING ELSE. MANY THANKS.”

**Katrina Healy
Corporate Communications
Cleveland Clinic**



FOR MORE INFORMATION:

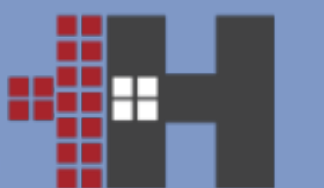
Questions regarding this presentation should be directed to:

- David Holden, Executive Producer
- dholden@missioncriticalhealth.com
- 561.304.2939
- www.MissionCriticalHealth.com

► **Additional Corporate Information**

Feel free to contact us if you need any additional information.

- Capital Media Group Inc
- d.b.a Mission Critical Health
- SAM Gov: YNW8JX6S3J85
- Duns # 159095285
- Cage Code # 5C970
- NAICS: 512110, 512191, 541921
- SIC: 7812
- PSC: T006
- FSC: 5836
- Certified Small Business designation



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