CORPORATE SALES PRESENTATION VIDEO

Phoenix Health Care Group

> **Approx. duration:** 2–3 minutes
> **Format:** Corporate sales presentation + facility footage + selected leadership/team interview responses + on-screen text
> **Videographer / Editor:** Simon

This video is **not another corporate profile**. The purpose is to speak directly to **corporate decision-makers** and position Phoenix as a healthcare partner for organisations, rather than simply a provider of individual consultations.

Part 1 — Visual Direction, On-Screen Text & Voice-Over

SECTION	VISUAL DIRECTION	ON-SCREEN TEXT	VOICE-OVER / NARRATIVE
Opening – The Corporate Healthcare Need	Begin with professional Phoenix exterior, reception, staff preparing for the day and employees/patients entering. Include professional workplace-style B-roll where available.	HEALTHIER PEOPLE. STRONGER ORGANISATIONS.	"For organisations, healthcare is more than responding when someone is unwell. It is about access, prevention, wellbeing and having the right healthcare support in place."
The Challenge	Show consultations, screening/preventative health activity, reception, team coordination and multiple areas of the facility.	ACCESS • PREVENTION • WELLNESS • SUPPORT	"Employees need accessible healthcare. Organisations need practical wellness support. And businesses need a healthcare partner that can provide a structured approach to both."
Who Is Phoenix?	Exterior → reception → consultation spaces → clinical environments → team.	PHOENIX HEALTH CARE GROUP	"Phoenix Health Care Group brings together medical care, wellness, preventative health, aesthetics and specialised services within an established healthcare environment."
Our Infrastructure	Strong footage of facilities, clinical rooms, maternity areas, treatment rooms, equipment and other relevant infrastructure.	INFRASTRUCTURE & CAPABILITY	"Our facilities, clinical environment and equipment provide the infrastructure to support a broad range of healthcare needs."
What We Provide	Show medical consultations, wellness/screening activity, relevant treatment	MEDICAL CARE WELLNESS	"Through a combination of medical care, wellness, screening and preventative health services, Phoenix can support organisations

SECTION	VISUAL DIRECTION	ON-SCREEN TEXT	VOICE-OVER / NARRATIVE
	environments and team members at work.	PREVENTATIVE HEALTH SPECIALISED SERVICES	and their people across different stages of their healthcare journey."
Corporate Healthcare Solutions	Use professional, organisational-style footage. Phoenix team interacting, consultations, wellness activity and facilities.	CORPORATE HEALTHCARE SOLUTIONS	"Our corporate healthcare solutions are designed around the needs of organisations, allowing healthcare and wellness support to be structured around the people you employ."
Programmes & Engagement	Show different areas of Phoenix and people using the facilities. Avoid presenting a long price list on screen.	SOLUTIONS DESIGNED AROUND YOUR ORGANISATION	"Whether the requirement is focused on access to healthcare, preventative wellness, ongoing support or a broader healthcare relationship, programmes can be structured around the needs of the organisation."
Scalability	Show multiple consultation spaces, team activity, different services and both locations where possible.	BUILT TO SUPPORT GROWING NEEDS	"As organisational needs change, Phoenix provides an opportunity to build a more structured healthcare relationship rather than relying only on individual, once-off consultations."
The Business Value	Use footage that conveys convenience and accessibility: reception, booking, consultations, wellness activity, staff coordination and locations.	ACCESSIBLE HEALTHCARE PREVENTATIVE SUPPORT EMPLOYEE WELLBEING	"The value is in making healthcare more accessible, supporting preventative health and wellbeing, and giving organisations a practical healthcare relationship they can build around their people."
Why Phoenix	Strongest footage of facilities, team, equipment and professional environment.	A HEALTHCARE PARTNER, NOT JUST A PROVIDER	"For organisations looking beyond individual consultations, Phoenix offers the opportunity to work with a healthcare partner that can support a wider range of needs through a structured approach."
Call to Action	Leadership/team footage, strong exterior and Phoenix branding. End cleanly on logo.	LET'S TALK ABOUT YOUR ORGANISATION PHOENIX HEALTH CARE GROUP Website / Phone / WhatsApp	"Speak to Phoenix about developing a corporate healthcare programme designed around your organisation and your people."

Notes for the Final Edit

The **corporate sales presentation should feel like a business presentation delivered through film**, not a second version of "THIS IS PHOENIX."

The viewer should understand:

> **Why corporate healthcare matters → who Phoenix is → what Phoenix can provide → how organisations can engage → what the business value is → what to do next.**

On-Screen Text

Keep the graphics concise and commercially focused.

Do **not** put the full corporate programme pricing or every inclusion on screen. That information can sit in the accompanying corporate proposal or presentation.

Voice-Over

Where possible, use **leadership or corporate-facing team members to deliver the key messages on camera**, supported by B-roll.

The final edit can combine their answers with short linking voice-over sections.

Part 2 — Interview Questions & Suggested Response Guidelines

These interviews should be aimed at the **corporate proposition**, not the broader Phoenix history.

The suggested responses are **guidelines only** and should not be memorised word-for-word.

Leadership / Corporate Representative

Question 1

What healthcare challenges do organisations face when it comes to supporting their employees?

> **Suggested response direction:** *Organisations need practical ways to help their employees access healthcare, support preventative health and promote overall wellbeing, while also having a healthcare partner that can provide consistent support.*

Question 2

Why should organisations think about healthcare beyond individual medical consultations?

> **Suggested response direction:** *Healthcare can be much more effective when it is approached proactively. Organisations can support their people through access, preventative care, wellness and ongoing healthcare support rather than only responding when a health issue arises.*

Question 3

What does Phoenix offer organisations?

> **Suggested response direction:** *Phoenix provides organisations with access to healthcare, wellness, screening and preventative health services, with solutions that can be structured around the organisation's requirements and the needs of its people.*

Question 4

What makes Phoenix suitable as a corporate healthcare partner?

> **Suggested response direction:** *Phoenix brings together healthcare services, facilities, clinical capability and a broader wellness offering, allowing us to support organisations through a more structured healthcare relationship.*

Question 5

How do Phoenix's corporate programmes work?

> **Suggested response direction:** *The programmes can be structured according to what the organisation is looking to achieve, whether that is improved access to healthcare, wellness support, preventative screening or a broader ongoing healthcare relationship.*

Question 6

Can Phoenix accommodate different types of organisations and requirements?

> **Suggested response direction:** *The intention is to develop solutions around the requirements of the organisation rather than applying exactly the same approach to every business. Different organisations have different priorities, and the programme can be structured accordingly.*

Question 7

How does Phoenix support organisations as their needs grow?

> **Suggested response direction:** *Our approach allows organisations to establish an ongoing healthcare relationship and expand the level of support as their requirements develop.*

Question 8

What is the business value of having a structured healthcare partner?

> **Suggested response direction:** *It gives organisations a more organised way to support employee healthcare and wellbeing, improve access to services and introduce preventative health support as part of a broader programme.*

Question 9

What role does preventative health play in the corporate offering?

> **Suggested response direction:** *Preventative health gives people the opportunity to address health needs earlier and be more proactive about their wellbeing. For organisations, it can form an important part of a broader employee wellness strategy.*

Question 10

What does Phoenix bring to the table beyond healthcare access?

> **Suggested response direction:** *We bring together healthcare, wellness, preventative services and supporting infrastructure within one organisation, giving businesses the opportunity to work with a partner across a broader range of healthcare needs.*

Corporate Client / Business Representative

Where a suitable existing corporate client is available, this section could be filmed as an additional voice of credibility.

Question 11

What were you looking for when you began looking for a healthcare partner?

> **Suggested response direction:** *We were looking for a provider that could support our organisation with [specific requirement] and give our people accessible and reliable healthcare support.*

Question 12

Why did you choose Phoenix?

> **Suggested response direction:** *Phoenix stood out because of [specific capability, accessibility, service, responsiveness or range of services] and their ability to understand what our organisation needed.*

Question 13

What value has Phoenix provided to your organisation?

> **Suggested response direction:** *The value has been in [specific practical benefit], particularly around access to healthcare, support for our people and the way the service was structured around our requirements.*

Closing Questions

These are particularly useful for getting a strong final soundbite.

Question 14

What would you say to an organisation considering Phoenix?

> **Suggested response direction:** *I would encourage organisations to have a conversation with Phoenix about what they need and how a healthcare programme could be structured around their people.*

Question 15

Why should an organisation speak to Phoenix now?

> **Suggested response direction:** *Starting the conversation allows us to understand the organisation's needs and develop a healthcare and wellness solution that is relevant to their people and objectives.*

Question 16

In one sentence, what is Phoenix's corporate healthcare proposition?

> **Suggested response direction:** *Phoenix provides organisations with structured healthcare and wellness solutions designed to improve access, support preventative health and provide ongoing healthcare support for their people.*

Production Note for Simon

> The **Corporate Sales Presentation Video should use stronger business-oriented visuals than the main corporate film**.
>
> For the corporate film, the viewer is asking:
>
> ***"Who is Phoenix?"***
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> For this video, the viewer should be asking:
>
> ***"How could Phoenix work for our organisation?"***

Therefore, prioritise footage of:

- Professional facilities
- Multiple consultation spaces
- Clinical capability
- Wellness / screening
- Team coordination
- Equipment and infrastructure
- Multiple locations
- Professional interactions

And where an existing corporate client can be filmed, capture **their workplace, their representative and their experience with Phoenix**. That gives the sales presentation a particularly useful layer of third-party credibility without turning the entire presentation into a testimonial.