# Main Corporate Video

**Approx. duration:** 2–3 minutes
**Format:** Cinematic visuals + selected interview responses + on-screen text
**Videographer / Editor:** Simon

PART 1

## VISUAL DIRECTION, ON-SCREEN TEXT & VOICE-OVER

The **Voice-over** column below can be treated as the intended narrative. Where the interviews produce stronger natural wording, Simon can replace sections of the planned VO with those interview excerpts.

| SECTION | VISUAL DIRECTION | ON-SCREEN TEXT | VOICE-OVER / NARRATIVE |
|---|---|---|---|
| **Opening** | Exterior of Phoenix. Building signage. People arriving. Entrance doors opening. Move from outside into reception. | **THIS IS PHOENIX** | "Healthcare is more than a consultation. It is the environment, the people, the expertise and the care that come together around the patient." |
| **Who We Are** | Reception, consultation rooms, clinical areas, staff moving through the facility. | **PHOENIX HEALTH CARE GROUP** | "Phoenix Health Care Group brings together healthcare, wellness, aesthetics and specialised services within a connected healthcare environment." |
| **Our Environment** | Wide cinematic shots of reception, waiting areas, consultation rooms, treatment rooms and facility details. | **A PURPOSE-BUILT HEALTHCARE ENVIRONMENT** | "From the moment a patient walks through our doors, the environment is designed to support a professional, welcoming and connected healthcare experience." |
| **Our People** | Doctors, nurses, reception and support staff working naturally. Team interactions. Patient interactions where consent allows. | **OUR PEOPLE** | "At the centre of Phoenix are the people who deliver that experience every day — our clinical, operational and support teams." |
| **Clinical Capability** | Consultations, clinical preparation, equipment, treatment rooms, staff at work. | **MEDICAL & CLINICAL CARE** | "Our clinical environment supports a broad range of healthcare needs, bringing together professional care, facilities and equipment within one organisation." |

| SECTION | VISUAL DIRECTION | ON-SCREEN TEXT | VOICE-OVER / NARRATIVE |
|---|---|---|---|
| **Maternity & Birthing** | Birthing rooms, maternity environment, equipment, staff preparation and details of the space. | **MATERNITY & BIRTHING** | "Our maternity and birthing facilities form an important part of the Phoenix offering, providing a dedicated environment supported by our clinical team and infrastructure." |
| **Aesthetics & Procedures** | Treatment rooms, equipment, preparation, procedures where appropriate, close-ups of equipment and environment. | **AESTHETICS & PROCEDURES** | "Phoenix also extends into aesthetics and specialised procedures, supported by dedicated treatment environments and equipment." |
| **Infrastructure & Equipment** | Strong close-ups and wide shots of significant equipment, clinical technology and specialist spaces. | **INFRASTRUCTURE & CAPABILITY** | "Our infrastructure is an important part of what enables Phoenix to deliver across multiple areas of healthcare and wellness." |
| **Our Locations** | Exterior and interior footage of both branches. Signage, entrances and people arriving. | **OUR LOCATIONS** | "With more than one location, Phoenix is positioned to make its services accessible to a broader community." |
| **Corporate Healthcare** | Professional environment, wellness activity, consultations, team collaboration, organisational-style footage. | **CORPORATE HEALTHCARE** | "Our focus also extends beyond the individual, with healthcare and wellness solutions designed to support organisations and the people they employ." |
| **What Phoenix Stands For** | Strong emotional human footage: doctor/patient interaction, team, reception, people using the facility. | **CARE • CAPABILITY • CONNECTION** | "Because ultimately, healthcare is about people — and creating an environment where people can access the care and support they need." |
| **Looking Forward** | Team moving through facility, strong architectural shots, activity throughout Phoenix, exterior. | **THE FUTURE OF PHOENIX** | "As Phoenix continues to grow, the focus remains on expanding capability, strengthening access and building a healthcare organisation people can rely on." |
| **Closing** | Best montage from entire shoot. Finish on Phoenix logo / exterior. | **THIS IS PHOENIX**<br>**PHOENIX HEALTH CARE GROUP**<br>Website / Phone / WhatsApp | "This is Phoenix Health Care Group." |

## Notes for the final edit

The **on-screen text should not repeat the voice-over word for word**. It should reinforce the key message visually.

For example:

> **VO:** "Our infrastructure is an important part of what enables Phoenix to deliver across multiple areas of healthcare and wellness."
>
> **On-screen:**
> **INFRASTRUCTURE & CAPABILITY**

That keeps the film sophisticated rather than text-heavy.

The same applies to the **Care • Capability • Connection** line: it works as a visual brand statement while the interview or VO provides the actual explanation.

PART 2

## INTERVIEW QUESTIONS & SUGGESTED RESPONSE GUIDELINES

The response guidelines are **not meant to be memorised by Phoenix staff**. They are there to help the interviewer keep answers focused and make sure Simon captures the information required for the edit.

### LEADERSHIP INTERVIEW

QUESTION 1

**"For someone who has never heard of Phoenix Health Care Group, how would you describe Phoenix?"**

**Suggested response direction:**

> *"Phoenix Health Care Group is a healthcare organisation providing a range of medical, wellness, aesthetics and specialised services within a professional healthcare environment."*

The speaker can personalise this and explain Phoenix in their own words.

QUESTION 2

**"What was the vision behind Phoenix?"**

**Suggested response direction:**

> *"The vision was to create a healthcare organisation that could bring different areas of care together while providing patients with a professional, accessible and connected experience."*

QUESTION 3

**"What have you built at Phoenix that you are particularly proud of?"**

**Suggested response direction:**

> *"We are proud of the facilities, the range of capabilities we have developed, the clinical environment and the team we have built around it."*

Encourage the speaker to mention **specific infrastructure**, rather than simply saying "everything."

QUESTION 4

**"How has Phoenix developed beyond being simply a medical practice?"**

**Suggested response direction:**

> *"Phoenix has developed into a broader healthcare environment incorporating medical care, wellness, aesthetics, maternity and other specialised services, supported by dedicated facilities and equipment."*

QUESTION 5

**"What was important when you developed the Phoenix facilities?"**

**Suggested response direction:**

> *"We wanted to create an environment that was professional, welcoming and equipped to support the services we provide, while making patients feel comfortable throughout their experience."*

## CLINICAL TEAM INTERVIEW

QUESTION 6

**"What is your role at Phoenix?"**

**Suggested response direction:**

> *"My role involves [brief description], and I contribute to the care and experience of patients by [brief explanation]."*

Keep this brief.

QUESTION 7

**"What stands out to you about working at Phoenix?"**

**Suggested response direction:**

> *"What stands out is the combination of the people, the facilities and the range of services that allows us to support patients in different areas of healthcare."*

QUESTION 8

**"How does the Phoenix environment and infrastructure support the clinical team?"**

**Suggested response direction:**

> *"Having the appropriate consultation areas, treatment spaces and equipment helps us work effectively and provide care within a professional environment."*

QUESTION 9

**"What do you think patients value when they come to Phoenix?"**

**Suggested response direction:**

> *"Patients value being treated professionally, being listened to and having access to healthcare services within an environment that is welcoming and convenient."*

## MATERNITY / BIRTHING INTERVIEW

QUESTION 10

**"Tell us about the maternity and birthing facilities at Phoenix."**

**Suggested response direction:**

> *"Our maternity and birthing facilities provide a dedicated environment for maternity care, supported by the appropriate clinical team, facilities and equipment."*

QUESTION 11

**"What was important when creating this environment?"**

**Suggested response direction:**

> *"The aim was to create an environment that is professional, private, comfortable and appropriate for patients receiving maternity care."*

QUESTION 12

**"What does having this capability within Phoenix mean for patients?"**

**Suggested response direction:**

> *"It gives patients access to maternity services within the wider Phoenix healthcare environment, supported by our team and facilities."*

## AESTHETICS / PROCEDURES INTERVIEW

QUESTION 13

**"Tell us about the aesthetics and procedure services offered by Phoenix."**

**Suggested response direction:**

> *"Our aesthetics and procedure offering forms part of the broader Phoenix healthcare environment and is supported by dedicated treatment spaces and specialised equipment."*

QUESTION 14

**"What role does the equipment and treatment environment play?"**

**Suggested response direction:**

> *"Having dedicated spaces and appropriate equipment allows us to provide these services in a professional and controlled environment."*

## CORPORATE HEALTHCARE INTERVIEW

QUESTION 15

**"What does Phoenix offer organisations looking for a healthcare partner?"**

**Suggested response direction:**

> *"Phoenix can support organisations through structured healthcare and wellness solutions designed around the needs of their people, rather than limiting the relationship to individual consultations."*

QUESTION 16

**"Why is a structured approach to employee healthcare and wellness important?"**

**Suggested response direction:**

> *"Organizations need practical ways to support employee health and wellbeing, and a structured healthcare relationship can make access to those services more organized and consistent."*

QUESTION 17

**"What are you looking to build with corporate clients?"**

**Suggested response direction:**

> *"We want to build ongoing relationships with organisations and develop healthcare and wellness solutions that can support their people over time."*

This material can also be reused in the **separate Corporate Sales Presentation Video**.

## CLOSING INTERVIEW QUESTIONS

These should be asked to leadership and selected team members toward the end.

QUESTION 18

**"What do you want Phoenix to be known for?"**

**Suggested response direction:**

> *"We want Phoenix to be known for professional healthcare, strong capability, a welcoming environment and the quality of the experience we provide."*

QUESTION 19

**"What do you want a patient to experience when they walk through the doors?"**

**Suggested response direction:**

> *"We want patients to feel welcomed, respected, listened to and confident that they are receiving care in a professional environment."*

QUESTION 20

**"Where do you see Phoenix going next?"**

**Suggested response direction:**

> *"We see Phoenix continuing to grow its capabilities, reach more people and build stronger healthcare relationships with individuals, families and organisations."*

QUESTION 21

**"In one sentence, what is Phoenix?"**

**Suggested response direction:**

> *"Phoenix is a healthcare organisation bringing together people, facilities, expertise and services to support the healthcare needs of the communities and organisations we serve."*

This final answer is particularly useful because Simon can use the response as the **closing line of the film**.

## INTERVIEW NOTE FOR SIMON

The suggested answers should be treated as **talking points, not scripts**.

The objective is to get each person to say the same core information **naturally, in their own voice**. Simon can then cut the strongest portions together with the Visual Direction above.

That will make **THIS IS PHOENIX** feel like a genuine corporate brand film rather than a collection of people reading prepared marketing copy.