VISUAL DIRECTION + On-Screen Text + Voice-Over/Narrative,

followed by

INTERVIEW QUESTIONS + Suggested Response Guidelines in inverted commas.

2–4. CLIENT TESTIMONIAL VIDEO SERIES

Phoenix Health Care Group

> **Number of videos:** 3
> **Approx. duration:** 60–90 seconds each
> **Format:** Cinematic visuals + client interview + on-screen text
> **Videographer / Editor:** Simon

The three testimonials should tell **different stories**, so they do not feel like three versions of the same advertisement.

TESTIMONIAL 1 : PART 1

PATIENT / INDIVIDUAL EXPERIENCE

Visual Direction, On-Screen Text & Voice-Over

SECTION	VISUAL DIRECTION	ON-SCREEN TEXT	VOICE-OVER / NARRATIVE
Opening	Exterior of Phoenix. Signage. Client arriving. Entrance and reception.	**CLIENT TESTIMONIAL [CLIENT NAME]**	Client introduces themselves and explains what brought them to Phoenix.
The Reason for Choosing Phoenix	Client entering the facility. Reception interaction. Relevant facility/service footage.	**THE JOURNEY BEGINS**	Client explains what they needed and what was important to them when choosing a healthcare provider.
The Experience	Consultation/treatment environment. Staff interaction. Relevant equipment and surroundings.	**THE EXPERIENCE**	Client describes their experience with the Phoenix team and environment.
The Care	Natural interaction between staff and patient, where consent allows. Close-ups of relevant areas and equipment.	**CARE & PROFESSIONALISM**	Client explains how they were treated, how the team communicated and what stood out.
What Stood Out	Strong visual details of the facility and service received.	**WHAT STOOD OUT**	Client identifies the specific aspect of Phoenix they valued most.

SECTION	VISUAL DIRECTION	ON-SCREEN TEXT	VOICE-OVER / NARRATIVE
Closing	Client leaving or positive natural interaction. Final exterior/logo.	**PHOENIX HEALTH CARE GROUP** Website / Phone / WhatsApp	Client gives their recommendation or explains whether they would return to Phoenix.

Notes for the final edit

The **client's own words should carry the testimonial**. A separate narrator is not required unless a short Phoenix introduction or closing is needed.

B-roll should be used to illustrate what the client is saying rather than interrupting the story with promotional messaging.

TESTIMONIAL 1: PART 2

Interview Questions & Suggested Response Guidelines

QUESTION 1

"Please introduce yourself and tell us a little about why you came to Phoenix."

Suggested response direction:

> *"My name is [name], and I came to Phoenix because I needed [service / consultation / treatment / healthcare support]."*

QUESTION 2

"What was important to you when choosing where to receive that care?"

Suggested response direction:

> *"I was looking for a place where I would feel comfortable, where the staff were professional and where I could feel confident in the care I was receiving."*

QUESTION 3

"How was your experience when you first arrived at Phoenix?"

Suggested response direction:

> *"From the moment I arrived, I felt welcomed and the staff were helpful and professional."*

QUESTION 4

"How would you describe your experience with the Phoenix team?"

Suggested response direction:

> *"The team were attentive, professional and took the time to understand what I needed."*

QUESTION 5

"What stood out to you most about your experience at Phoenix?"

Suggested response direction:

> *"What stood out was [the service / environment / communication / professionalism / convenience / specific aspect of the experience]."*

QUESTION 6

"How did you find the environment and facilities?"

Suggested response direction:

> *"The environment was comfortable, professional and well organised, and I felt that the facilities supported the experience."*

QUESTION 7

"What would you say to someone considering Phoenix?"

Suggested response direction:

> *"I would recommend Phoenix to someone looking for [relevant service] because my experience was [specific genuine reason]."*

QUESTION 8

"Would you come back to Phoenix?"

Suggested response direction:

> *"Yes, based on my experience, I would be comfortable returning to Phoenix when I need this type of care."*

TESTIMONIAL 2: PART 1

CORPORATE / ORGANISATION

Visual Direction, On-Screen Text & Voice-Over

SECTION	VISUAL DIRECTION	ON-SCREEN TEXT	VOICE-OVER / NARRATIVE
Opening	Phoenix exterior, reception and professional environment. Introduce client/organisation representative.	**CORPORATE CLIENT TESTIMONIAL** **[ORGANISATION NAME]**	Client introduces themselves, their organisation and their role.
The Requirement	Professional Phoenix environment. Wellness/consultation activity where applicable.	**THE REQUIREMENT**	Client explains the healthcare or wellness need their organisation was looking to address.
Why Phoenix	Phoenix team, facilities, consultations, professional interactions.	**WHY PHOENIX**	Client explains what made Phoenix suitable for their organisation.
The Experience	Interaction between Phoenix and organisation/client where available. Relevant service footage.	**THE EXPERIENCE**	Client describes the experience of working with Phoenix.
The Value	Wellness, screening, consultation and team footage.	**CORPORATE HEALTHCARE**	Client explains what Phoenix provided and the practical value to the organisation.
Recommendation	Client interview. Strong closing visuals of Phoenix.	**A HEALTHCARE PARTNER FOR ORGANISATIONS**	Client explains why another organisation should consider Phoenix.
Closing	Phoenix logo/exterior.	**PHOENIX HEALTH CARE GROUP** Corporate Healthcare	Final client soundbite followed by Phoenix contact details.

Notes for the final edit

The corporate testimonial should remain **from the organisation's perspective**.

The client should explain what happened, rather than simply repeating Phoenix marketing claims.

The strongest edit will follow:

> **Business need → Why Phoenix → Experience → Value → Recommendation**

PART 2 — TESTIMONIAL 2 INTERVIEW QUESTIONS & SUGGESTED RESPONSE GUIDELINES

QUESTION 1

"Please introduce yourself, your organisation and your role."

Suggested response direction:

> *"My name is [name], I'm [position] at [organisation], and I am responsible for [relevant responsibility]."*

QUESTION 2

"What healthcare or wellness requirement were you looking to address?"

Suggested response direction:

> *"We were looking for a healthcare partner that could support our organisation with [healthcare / employee wellness / screening / consultations / other relevant requirement]."*

QUESTION 3

"What made you consider Phoenix?"

Suggested response direction:

> *"We were looking for a provider with the capability to support our requirements, and Phoenix stood out because of [specific reason]."*

QUESTION 4

"Why did your organisation choose to work with Phoenix?"

Suggested response direction:

> *"We chose Phoenix because [specific reason such as capability, accessibility, responsiveness, range of services or understanding of our requirements]."*

QUESTION 5

"How was your experience of working with the Phoenix team?"

Suggested response direction:

> *"The process was [professional / responsive / straightforward], and the Phoenix team took the time to understand what our organisation needed."*

QUESTION 6

"How did Phoenix support your organisation?"

Suggested response direction:

> *"Phoenix supported us by providing [specific services], which helped us [specific practical benefit or outcome]."*

QUESTION 7

"What stood out to you about Phoenix?"

Suggested response direction:

> *"What stood out was [specific strength demonstrated during the engagement]."*

QUESTION 8

"What would you say to another organisation considering Phoenix?"

Suggested response direction:

> *"I would recommend that an organisation speak with Phoenix if they are looking for a healthcare partner that can provide [specific relevant capability]."*

QUESTION 9

"Would you work with Phoenix again?"

Suggested response direction:

> *"Yes, based on our experience, we would be open to continuing to work with Phoenix for our healthcare and wellness requirements."*

TESTIMONIAL 3: PART 1

SPECIALIST / SERVICE EXPERIENCE

Visual Direction, On-Screen Text & Voice-Over

SECTION	VISUAL DIRECTION	ON-SCREEN TEXT	VOICE-OVER / NARRATIVE
Opening	Relevant Phoenix service environment. Facility exterior followed by the treatment/service area.	**CLIENT TESTIMONIAL** **[SERVICE / CAPABILITY]** **[CLIENT NAME]**	Client introduces themselves and explains why they came to Phoenix for the service.
The Need	Relevant treatment room, equipment and preparation.	**THE NEED**	Client explains what they needed and why they sought this particular service.
Choosing Phoenix	Relevant facility, equipment and staff preparation.	**WHY PHOENIX**	Client explains what they were looking for when choosing a provider.
The Experience	Treatment environment, preparation, relevant interaction and equipment.	**THE EXPERIENCE**	Client describes the process and how they were treated.
What Stood Out	Detailed shots of the facility, equipment and service environment.	**WHAT STOOD OUT**	Client explains the aspect of the service or environment they valued most.
The Outcome / Experience	Client interview and appropriate supporting footage.	**THE RESULT**	Client describes the outcome where appropriate, or simply the overall experience if there is no measurable outcome to discuss.
Closing	Client closing statement. Phoenix branding and contact details.	**PHOENIX HEALTH CARE GROUP** **[SERVICE]**	Client gives their recommendation or explains whether they would use Phoenix again.

Notes for the final edit

This testimonial should be **specific to one Phoenix service or capability**.

It should not become another general corporate testimonial. The viewer should finish the video understanding what the client experienced and why that particular Phoenix service mattered to them.

TESTIMONIAL 3: PART 2

INTERVIEW QUESTIONS & SUGGESTED RESPONSE GUIDELINES

QUESTION 1

"What service did you receive from Phoenix, and what brought you to Phoenix for it?"

Suggested response direction:

> *"I came to Phoenix for [service] because I needed [brief explanation]."*

QUESTION 2

"What were you looking for when you chose a provider for this service?"

Suggested response direction:

> *"I wanted [professionalism / experience / convenience / a suitable environment / specific requirement], and that was important to me when choosing where to go."*

QUESTION 3

"What made you choose Phoenix?"

Suggested response direction:

> *"Phoenix appealed to me because [specific genuine reason based on the service, environment, facilities or team]."*

QUESTION 4

"How would you describe your experience from the beginning?"

Suggested response direction:

> *"From the initial consultation through to the service itself, I found the experience [specific genuine description]."*

QUESTION 5

"How did the Phoenix team make you feel throughout the process?"

Suggested response direction:

> *"The team were [professional / attentive / reassuring / informative], and I felt that they understood my needs."*

QUESTION 6

"What stood out most about the service or facility?"

Suggested response direction:

> *"What stood out most was [specific thing they genuinely noticed or appreciated]."*

QUESTION 7

"How would you describe your overall experience?"

Suggested response direction:

> *"Overall, the experience was [specific description], and what I appreciated most was [specific reason]."*

QUESTION 8

"What would you say to someone considering this service at Phoenix?"

Suggested response direction:

> *"I would tell someone considering this service to speak to Phoenix because [specific genuine reason based on my experience]."*

QUESTION 9

"Would you choose Phoenix again?"

Suggested response direction:

> *"Yes, based on my experience, I would consider Phoenix again for this type of service."*

Consistent Production Notes For All Three Testimonials

VISUAL STYLE

All three should share the same Phoenix visual identity:

> **Premium | Human | Professional | Authentic**

Avoid overly staged interviews, excessive corporate graphics or having clients simply praise Phoenix directly to camera.

ON-SCREEN TEXT

Keep text **short and supportive**.

It should reinforce what the viewer is hearing rather than reproduce the client's entire statement.

VOICE-OVER

The **client is the primary voice**.

There should only be additional Phoenix narration where it helps introduce or close the story.

SUBTITLES

All testimonials should be delivered with **full subtitles/captions**, particularly for social-media use.

SOCIAL CUTDOWNS

Each 60–90 second testimonial can produce shorter edits, for example:

- **30-second version** — problem + experience + recommendation
- **15-second version** — strongest client soundbite
- **Short quote clips** — individual statements for social posts

This means the **3 filmed testimonials can become a much larger content asset**, while still remaining three distinct core testimonial videos.