

MMH recruitment video quickly gaining attention

Written by Chris Lee

Melissa Memorial Hospital administrators uploaded a 5:53 long video to YouTube last Monday, Sept. 24. And it is quickly gathering some wide-spread attention. No, it hasn't done its ultimate goal yet and provided a new doctor for MMH.

The video, which highlights MMH and the City of Holyoke, was made with the hopes of recruiting a doctor, or two, to join the medical staff in Holyoke.

Integrated Media Group LLC out of Kansas spent part of the summer putting together the video after East Phillips County Hospital District board members voted to move forward with the idea.

A crew with IMG visited Holyoke twice to capture footage for the video. Ayoub said the cooperation from the entire town was amazing. He noted they visited numerous businesses who all welcomed the videographers with open arms.

"It meant so much to us that folks in the community were so accommodating," MMH administrator John Ayoub said.

The video not only features MMH but everything from the Holyoke Golf Course, Phillips County Museum, churches, area agriculture, Peerless Theatre, swimming pool, parks and grocery store. Interviews are conducted with hospital staff as well as some community members.

"I was very pleased," Ayoub said with the overall product. "We set out to make a high quality video."

There was no script used. Interviews were conducted and video was taken. IMG, with a little input from MMH, did the rest, and on time and within the budget.

Even though all of the interviews and video didn't make the final product, Ayoub said they are

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grateful for all of the support during the filming process.

“People just opened their hearts and it flowed out,” he added.

Committee members on the Grow Our Own Physician task force researched three different companies to see who they thought would do the best possible work. Ayoub said they were very impressed with the products IMG showed them and felt they would represent Holyoke well with the video they produced.

Last Friday, MMH staff became aware that the video was picked up by the Denver Post. Michael Booth featured the video on “Daily Dose,” a Denver Post health blog. This is just one way MMH has begun to get the video dispersed to the public.

Ayoub contacted the Colorado Hospital Association, hoping they would have some ideas to help spread the video.

He said the president of CHA puts together a health beat every day and sends it out to Colorado hospitals. Last Friday, Ayoub said the president was planning to embed the link in his statement.

“The goal is not to get the highest number of hits. The goal is to get a doctor, hopefully two, but you need to get it in front of an audience,” Ayoub said. “I hope that you and I are having a conversation a few months from now and I can tell you that this was the seed that was planted in a physician’s mind that had them call me up and we signed a contract.”

In addition to YouTube, MMH staff has embedded a link to the video as part of the signatures on email. MMH plans to upload the video to its website as soon as some adjustments can be made to the site.

Ayoub said they have the ability to produce hard copy DVDs but as of now, that’s not the

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direction they are planning to go.

The video will also be seen by movie goers at the Peerless Theatre.

Those wishing to see the video that MMH hopes attracts a new doctor or two may search Melissa Memorial Hospital on YouTube and it will be one of the top few videos.

To see the Denver Post blog that featured MMH and the recruitment video, visit <http://blogs.denverpost.com/health/2012/09/28/doctor-recruiting-video-viral-stop-waterskiing-squirrels/1870>

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