KINDRED MOTION PT · VIDEO STORYBOARD

Your first visit, start to finish

A 90-second video for new patients. It goes in the appointment confirmation text and on [your-site.org]. Filmed on one phone, in one afternoon, with staff only.

1:30

Run time. About 190 spoken words, said slowly.

8

Frames. The practical stuff comes first (0:00 to 0:41), the calming stuff after.

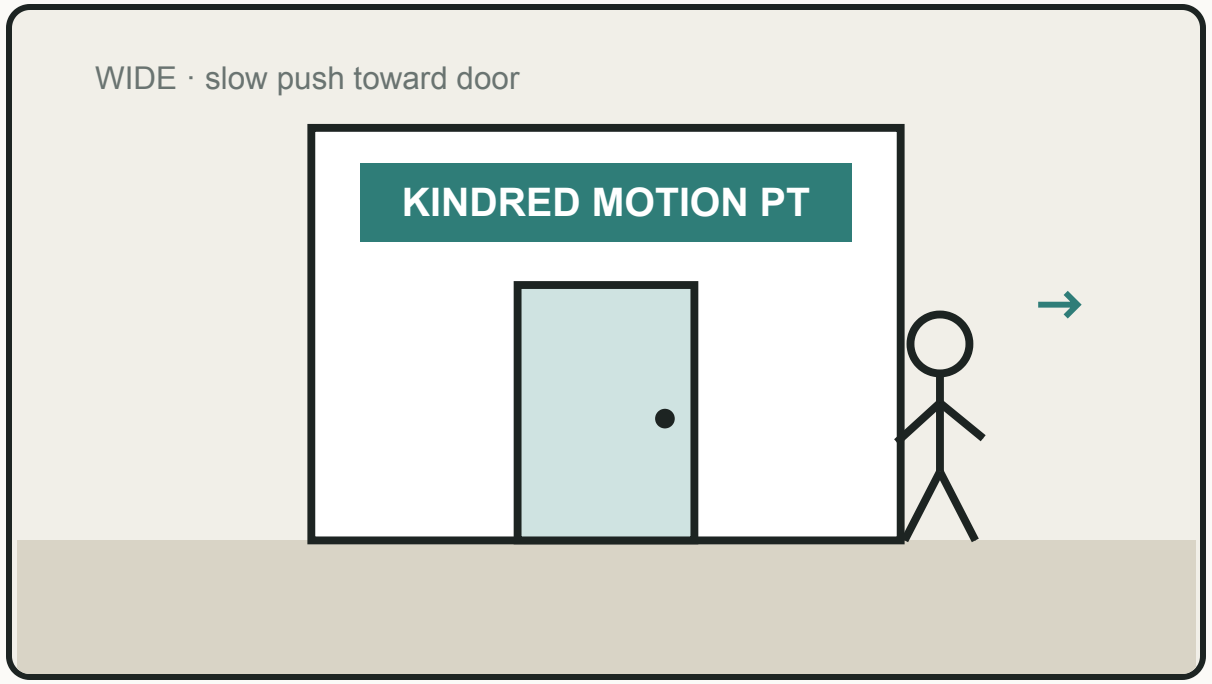
0

Real patients. A staff member plays the patient. No charts, screens or names in frame.

Shoot everything horizontal (16:9). The voice is the office manager, recorded separately in a quiet room. The captions file is included, because most people will watch with the sound off.

FRAME 1 **0:00 - 0:08**

Hello at the front door



SAID

"Coming in for your first physical therapy visit? Here's exactly what happens, start to finish."

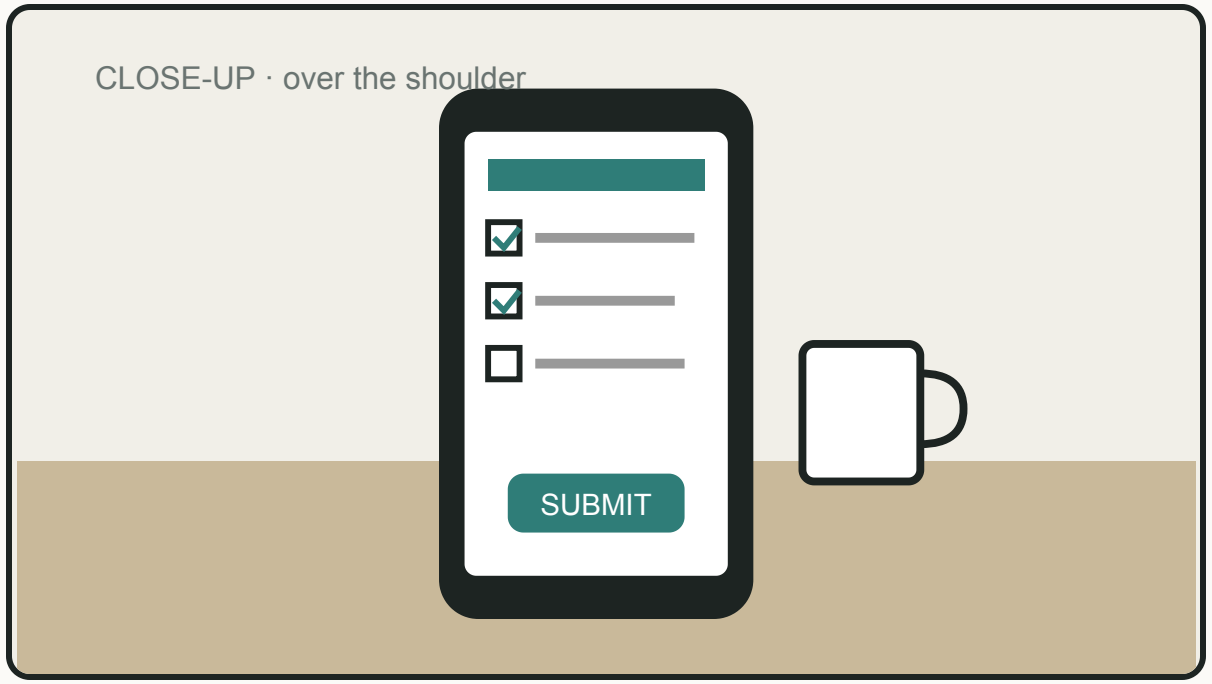
ON SCREEN

**Your first visit,
start to finish**

> Film from across the walk at eye height. Walk slowly toward the door for 10 seconds. The sign should be readable.

FRAME 2 **0:08 - 0:20**

Forms at home, not on a clipboard



SAID

"Before you come, fill out your forms online. It takes about ten minutes, and it means your whole hour goes to you, not a clipboard."

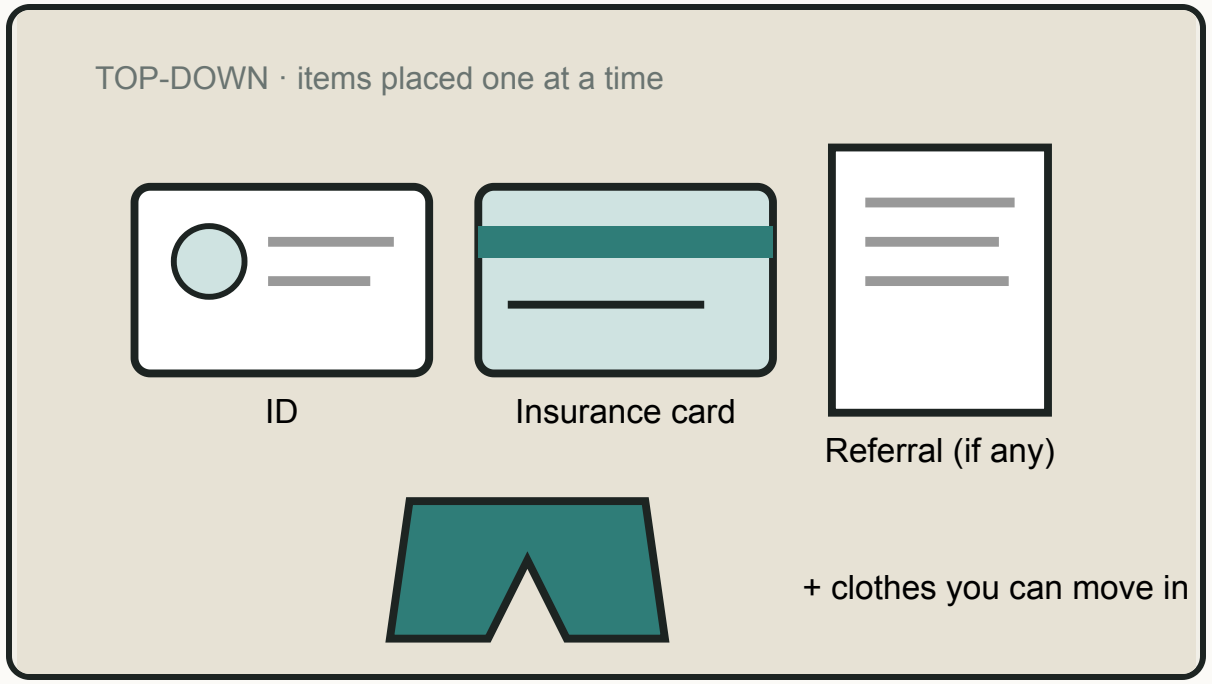
ON SCREEN

Forms online first: [link]
About 10 minutes

> Use a blank test copy of the forms, never a real one. Film a thumb tapping checkboxes at a kitchen table, with a coffee mug in the corner.

FRAME 3 **0:20 - 0:31**

What to bring, what to wear



SAID

"Bring your ID, your insurance card, and a referral if your doctor gave you one. Wear clothes you can move in: shorts or loose pants are perfect."

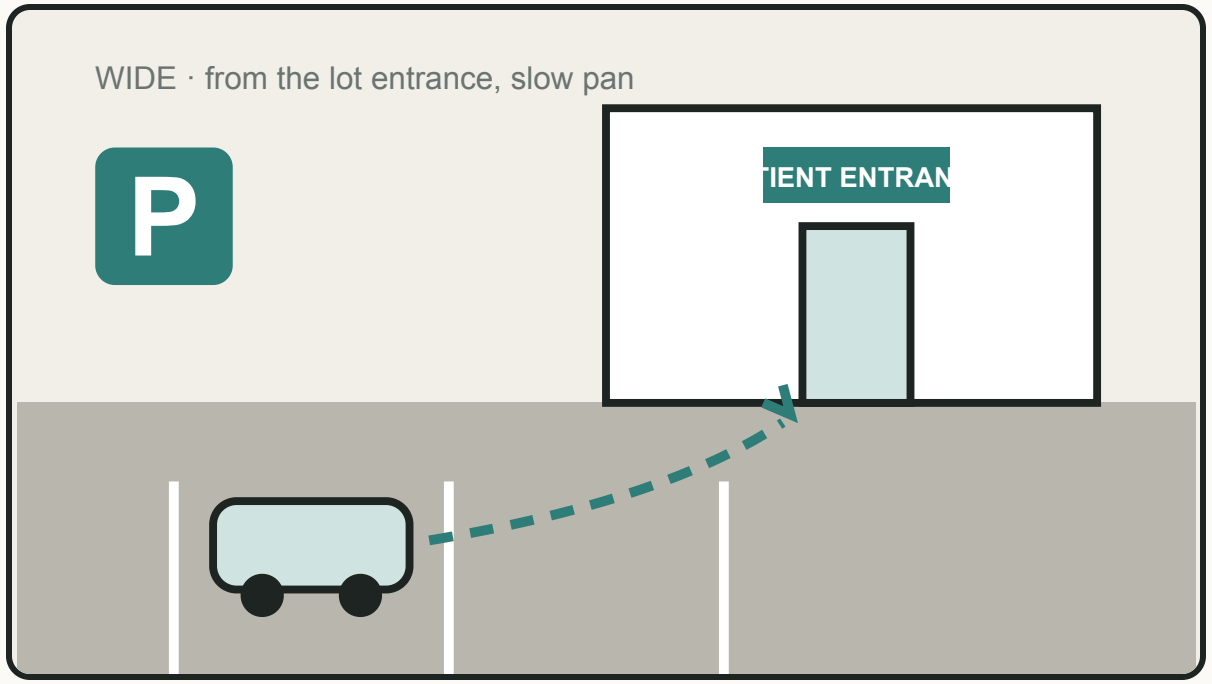
ON SCREEN

Bring: ID, insurance card, referral
Wear: clothes you can move in

> Phone straight down over a plain table. Use a sample card and blank paper so no real numbers show. A hand sets each item down on the beat.

FRAME 4 **0:31 - 0:41**

Fifteen minutes early, park around back



SAID

"Plan to get here fifteen minutes early. Park in the lot behind the building, and come straight to the front desk."

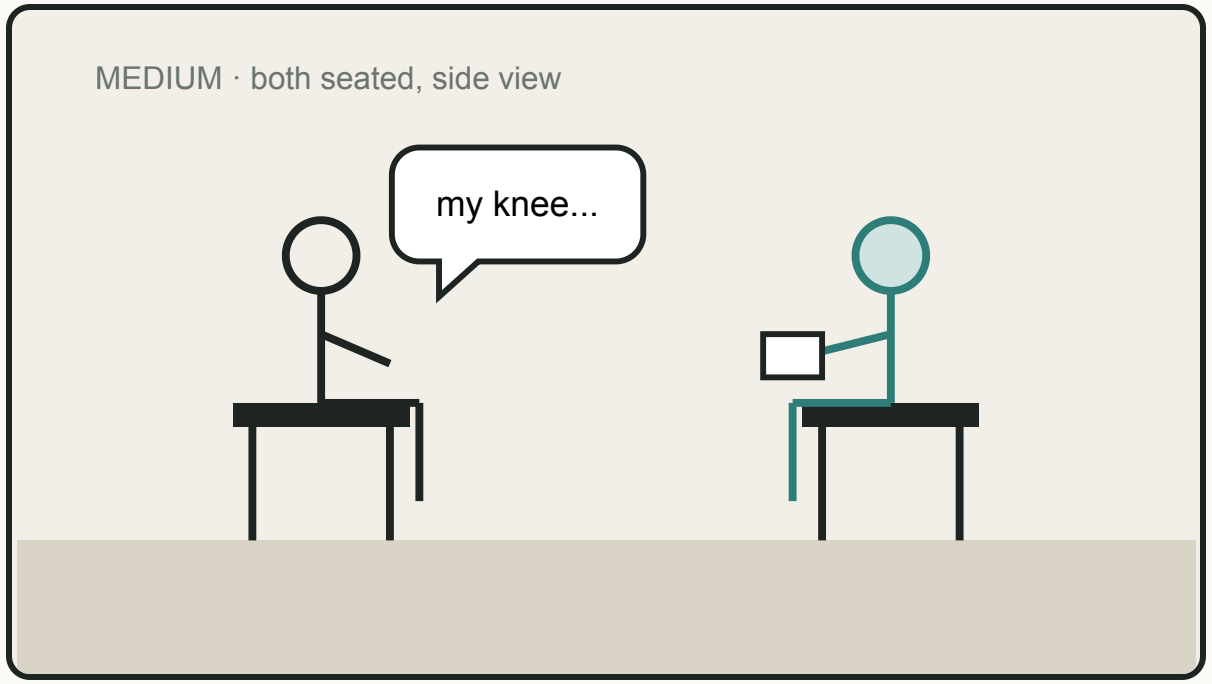
ON SCREEN

Arrive 15 minutes early
Park in the lot behind the building

> Stand where a driver first turns in. Pan from the lot to the back door so people see the route they will actually take. Film on a weekday so it looks real.

FRAME 5 **0:41 - 0:55**

First, a conversation



SAID

"Your therapist starts by talking with you: where it hurts, what makes it worse, and what you want to get back to doing."

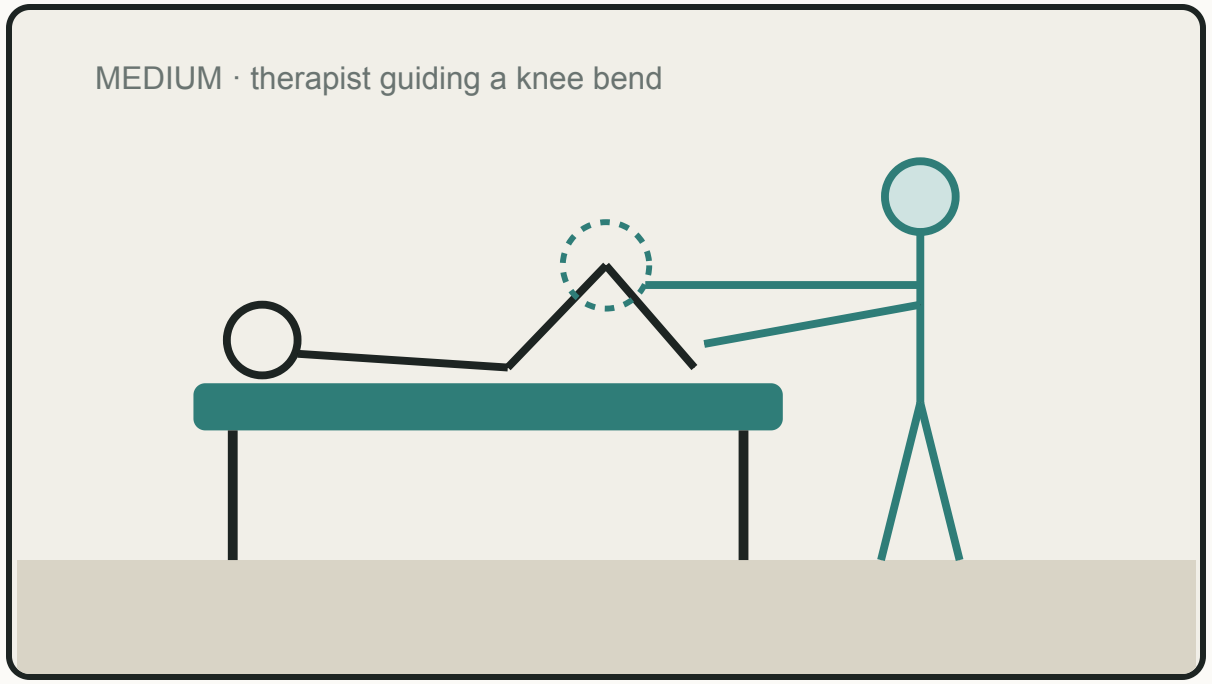
ON SCREEN

First: a conversation.
No rush.

> Therapist and stand-in patient sit at the same height, chatting for real. Keep the tablet screen turned away from the camera. Nod, smile, take your time.

FRAME 6 0:55 - 1:08

A gentle movement check



SAID

"Then a gentle check of how you move: strength, flexibility, balance. If anything hurts, tell us. You set the pace."

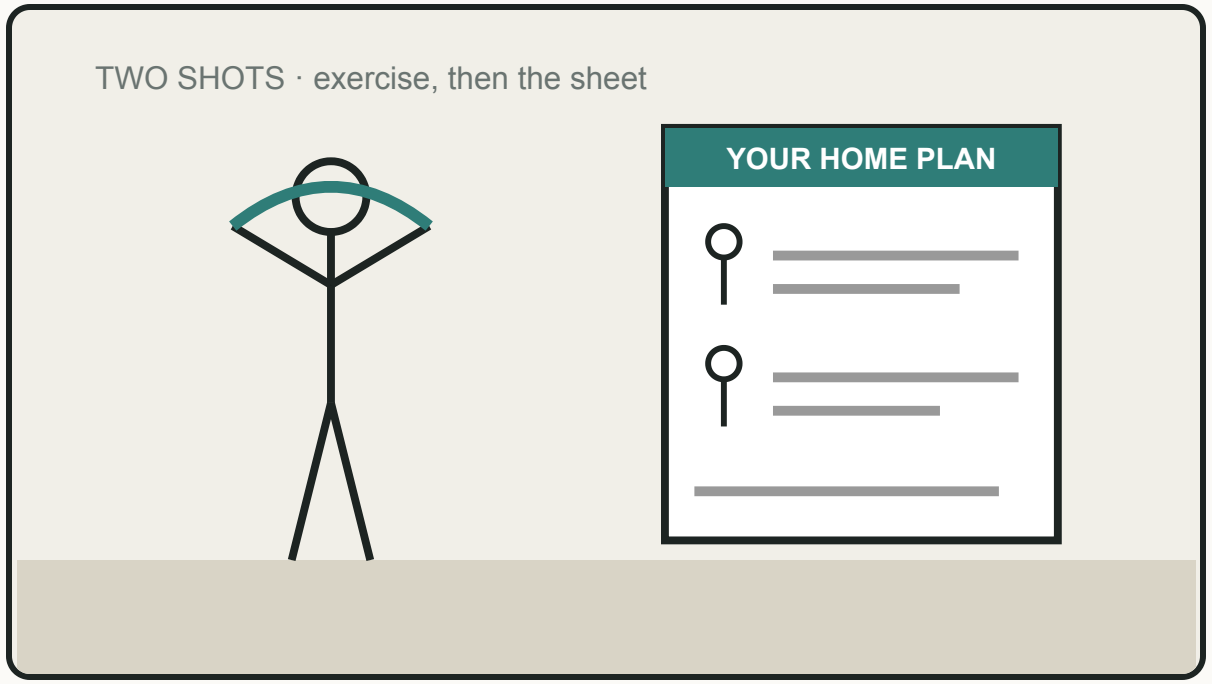
ON SCREEN

Then: a gentle movement check
You set the pace

> Slow, easy movements only: a knee bend, a shoulder lift, a few seconds standing on one foot. The stand-in should look comfortable, not strained.

FRAME 7 1:08 - 1:20

You leave with a plan



SAID

"You'll leave with a plan, and two or three exercises to start at home, printed or sent to your phone."

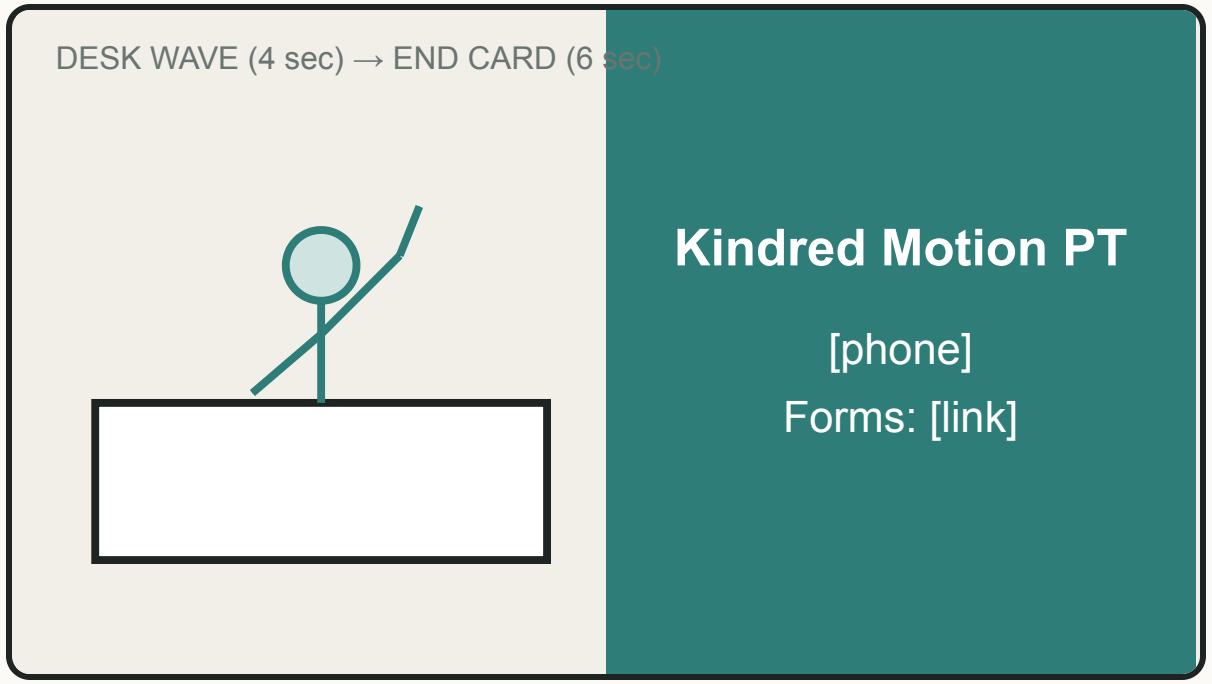
ON SCREEN

You leave with a plan
+ 2 or 3 home exercises

> Film the stand-in doing one easy band exercise, then a close-up of a blank sample home-plan sheet being handed over. No patient name on the sheet.

FRAME 8 1:20 - 1:30

Wave goodbye, then the end card



SAID

"Questions before your visit? Call us. We're glad you're coming in."

ON SCREEN

Kindred Motion PT
[phone] · Forms: [link]

> Office manager behind the desk, looks into the lens, small wave. Clear the desk first: no sign-in sheet, no screen facing the camera. Hold the end card for a full 6 seconds.

SHOOT DAY

One afternoon, one phone, this checklist

Before you press record

- Charge the phone, wipe the lens
- Turn on Do Not Disturb
- Settings: 4K or 1080p, 30 fps, horizontal
- Turn off screens or face them away
- Hide the sign-in sheet, schedule board and any charts
- Film after hours, or in a room no patients use

While filming

- Hold or lean the phone still, tap to lock focus
- Record every shot twice as long as it plays
- No talking during shots, the voice goes on later
- Turn on lights, open the blinds
- Staff stand-in only, and get each person's written OK to appear

The voice and the edit

- Record the script in a small room with soft things (a coat closet is ideal), phone 8 inches away
- Read slowly, 3 takes, keep the best
- Lay the shots in frame order, add the on-screen text
- Upload the captions file with the video
- Watch once with the sound off