



MY HEALTH RECORD

Video Guide

Videos

We want to show stories from real people about the benefits of My Health Record. To do this we're creating short videos, featuring stories from both consumers and healthcare providers.

Each video will highlight a benefit of My Health Record, and how it has helped our interviewee. Secondary benefits can be mentioned - however by focussing on one single benefit, the video will be short, succinct and memorable.



Length

It should be as long as it is good.

That is usually around 1-3 minutes. This is the perfect length of time to create 'snackable' content our viewer will watch all the way to the end.

If you'd like to show multiple benefits, make multiple videos, each with their own singular highlighted benefit of My Health Record.

Many great content providers also use a simple trick to grab and retain attention – they put the most interesting quote upfront, in the first 5 seconds. This helps draw in the viewer and gives it the best chance of being watched. This doesn't mean we just outline the benefit we're highlighting up front. Instead it should be something unique to MHR, interesting or attention grabbing.



Filming with a mobile phone

Obviously filming with a video camera is preferable, but in some situations, it might be impossible. An acceptable quality can often be achieved using a mobile phone if a few simple tips are followed.

- ◆ Use the most up-to-date phone model as possible – each new release usually improves the resolution of the camera.
- ◆ Don't try and be the interviewer and the camera person – this will stop the person looking directly at the camera and reduce camera movement.
- ◆ Shoot in landscape format, with the phone held horizontally.
- ◆ Don't use the zoom on the camera.
- ◆ Be aware of the limitations of phones in recording sound – choose a quiet environment and be close to your subject (no further than 1 metre away).
- ◆ If possible, put phone on a stand or mini-tripod. Commercially available plug-in microphones for mobile phones are available which will enhance the sound quality.



Sound

When you're shooting video with a phone, if possible, utilise another phone to record clean audio.

Try to position this phone as close to the subject's mouth as possible and create a simple voice memo with the second phone. Tip: Clap once, in front of the camera whilst recording, at the beginning of each take to create a reference point for syncing the good sound from the voice memo with the bad sound from the video recording.

Also consider any background noise. If there are other people in the room, or nearby, consider asking them politely if they could give you a couple of minutes to film without background noise. Also consider things such as birds and traffic noise. Any noise that can be heard but not seen will be a potential issue in your end product.



Backdrop

The background of your video is extremely important. Here are a few things to consider:

- ◆ Take a minute to consider everything in frame, behind and by the side of your subject.
- ◆ Move any unnecessary or distracting items.
- ◆ If there are people in the room, consider asking them to stay put for a few minutes while you record.
- ◆ If you're shooting multiple people with the same background, change up the location for every new person speaking on camera. Even just turning the camera 90 degrees will yield a completely different shot.



Lighting

Sunlight

Utilising the sun as a light source can be a very powerful tool. If filming outdoors, try to film first thing in the morning or late in the afternoon to avoid the harsh midday sun. This provides a softer lighting, minimising the potential for harsh shadows. If the middle of the day is the only option, try to find a shady spot that provides some coverage but still uses the sun to light the subject's face.

Also the shifting of light can be an issue. Lighting changes on a sunny day can look like jump cuts in your edit. If you can, wait for a cloudy day to get more consistent lighting.

Indoors

If shooting indoors, consider adding additional lights. A side lamp can assist greatly. If you can't get your hands on any additional lights, but you're still shooting indoors, position your subject facing a window and use the sun. Conversely, be aware of 'hot spots' where too much light causes your footage to be blown out.

Avoid shooting under overhead lighting. This type of lighting creates shadows which aren't very flattering.



Framing

Framing

For the best visual, place your subject either directly in the centre of frame or on either the left or right third.

Ensure there is enough room above the edge of your subject's head and the edge of frame, so that their head is not cut off with movement and there is a little bit of extra space to give some breathing room.

Stability

If you have to shoot handheld, here are some tips to assist:

- ◆ Keep the camera close to your body.
- ◆ Rest your elbows on a nearby object.
- ◆ Use your body to absorb bounces and shakes.



Left third



Appropriate head room

Photography

While you have the interviews set-up, it's a good idea to also capture some still shots that can be used in other communications.

Photos should be candid and natural, never looking at the camera. Avoid posing, cheesy smiles and overly staged representations.

Images should be light and bright with a lot of natural light – avoid images taken in dark rooms where possible.

There should be consideration taken regarding cropping – ensuring a large space around our subject so we can crop differently depending on format.



Overarching story arc

Ensure you know what benefit you'll be highlighting before you start filming.
This may require a pre-interview to determine it.

If you're following our guidelines, you'll have put the most interesting quote upfront. This might feel out of context, but it's actually a great setup which allows you to get to the benefit early. The following is a guide only – a particular person, location, story or set of circumstances may dictate a different structure.

- ◆ Start with an interesting, attention grabbing quote or perhaps a dramatic moment associated with the health problem the subject suffers from (could be a moment featuring diagnosis, ongoing treatment or even subsequent cure in the case of diseases; or a description of an allergy, incident or accident that caused a particular health problem).
- ◆ Interviewee introduces themselves, including an interesting fact such as how long they have lived in the area, or the number of doctors they deal with, or whether they have moved geographically several times, or a snippet of family history "I'm a diabetic, so is mum and grandma".
- ◆ Interviewee explains the problem they faced. For example, in the case of accidents, allude to the speed everything happens, the benefit of accessing medical background information as quickly as possible.
- ◆ Interviewee explains how My Health Record solved their problem, the benefit of getting accurate medical background information as quickly as possible and the ease of the whole process.
- ◆ Support interviews reinforce the story. For example, try to get a quote from a doctor - "It's information that allowed us to immediately..."
- ◆ Interviewee sums up the benefit again, and what may have happened without My Health Record.
- ◆ My Health Record logo and 'call to action' (i.e. click to find out more). Government logo if required.

Interviewees

Try and make sure your interview subjects are as relaxed as possible, to get the most candid and sincere performance from them.

Don't ask them to look into the camera – ask them to make eye contact with the interviewer off camera instead.

Keep your interview subjects facing the same way throughout the interview (either looking left to right, or right to left, but never both).

To make sure your subjects are authentic and candid, they should wear their own clothing on camera. However, there are a few things to consider:

- ◆ No large logos.
- ◆ No political affiliations.
- ◆ No small stripes, as this can create a moiré effect on camera.



Interviewer

My Health Record videos are going to be created across the country by various people. Therefore we won't have a consistent interviewer – instead they will be off camera, and not featured on the video.

When interviewing, it's good to ask your subject to integrate your question in their answer, so the flow of the video doesn't need to be interrupted by supers. For example:

Q: “How did My Health Record help you?”

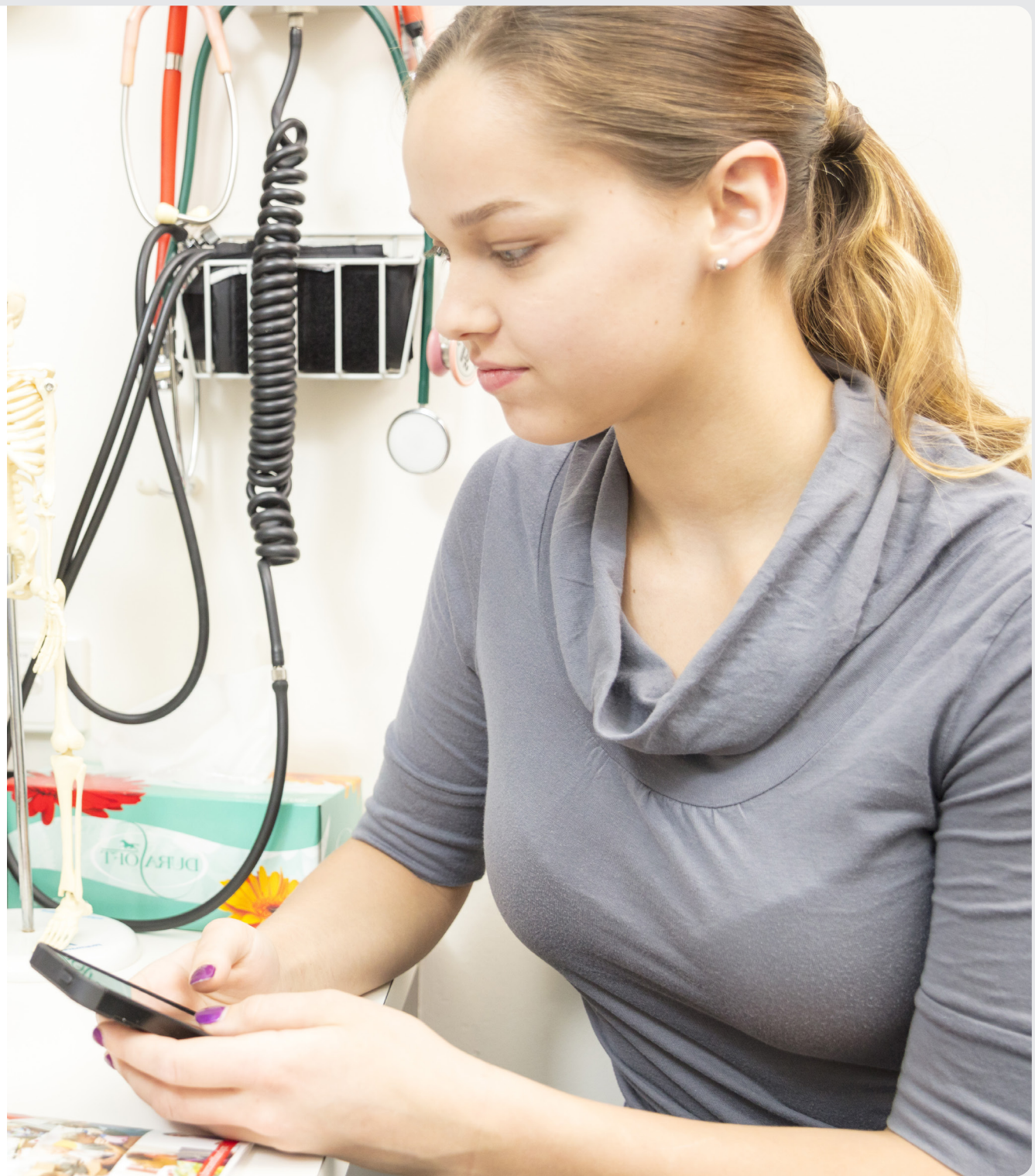
A: “My Health Record benefited me by...”



Branding queues

The first five seconds of any online video are the most important.

We need to grab the attention of the viewer by making a good first impression – we only have a moment to grab their interest and make them want to watch the video. We do not want to waste this with a logo. Instead, we'll show the logo at the end of the video, along with a 'call to action' to direct the viewer to visit the website.



B-roll

When filming, be mindful to get B-roll as well. This is extra footage which allows you to cut away from your subject mid-sentence if required. It also creates visual interest and movement.

If possible, capture footage of them in their home, interacting with their loved ones. If this isn't possible, try to film them interacting with health professionals.

If you are unable to secure these locations, make sure you record extra footage during the interview. This might be candid pre-interview footage of the setup, lights, make-up being applied, waiting to get started. Simply start filming and don't tell them. This creates some really natural footage you can cut to. If possible, also capture footage of the subject's hands gesturing while they're speaking.



Potential questions for patients

- ◆ Can you please introduce yourself and where you're from?
- ◆ Can you briefly explain your medical background?
- ◆ How did you first hear about My Health Record?
- ◆ Since getting a My Health Record, how has it benefited you/your family/your dependent?
- ◆ On average, how many different healthcare providers do you see in a year?
- ◆ How has My Health Record improved conversations with your healthcare providers?
- ◆ How has My Health Record improved your overall management of your health/your families health/your dependents health?
- ◆ What would happen prior to using My Health Record?
- ◆ Have you been encouraging friends/family to use My Health Record?



Potential questions for parents or carers with chronic conditions

- ◆ As a carer/parent, how has My Health Record helped to ensure better connected care for your dependent/child?
- ◆ How does My Health Record help you better manage your condition?
- ◆ How does My Health Record help you when you're unable to see the same GP/specialist/healthcare provider?
- ◆ Have you ever been in an emergency situation where My Health Record has been critical? (If you didn't yet have a My Health Record, how might it have improved the treatment you received.)



Potential questions for healthcare providers

- ◆ Can you please introduce yourself and your occupation?
- ◆ How long have you been using My Health Record?
- ◆ What benefits do you believe My Health Record provides to your patients?
- ◆ In what ways have you found using My Health Record beneficial in your day-to-day role?
- ◆ How has My Health Record helped you to connect with other healthcare providers?
- ◆ How has My Health Record given you a more complete picture of your patient's medical background and treatment?
- ◆ Can you provide some specific examples of where you've seen My Health Record be particularly beneficial for a patient?



Checklist

- ❑ One single benefit to highlight per film.
- ❑ Approval to film in location.
- ❑ Signed talent release form for each person in the film.
- ❑ Signed waiver if featuring Indigenous Australians or Torres Straight Islanders.
- ❑ Film in landscape format (16x9).
- ❑ Be aware of surrounding noise when filming and eliminate it where possible.
- ❑ Accessibility requirements: Ensure you have transcripts, captions and an audio description.



Typography

Main heading

To be typeset using Quint Medium.

The headline should be one of the main elements on the layout.

Subheading

To be typeset using Quint Light and Quint Bold as shown.

Where possible, ensure “My Health Record” appears on the same line.

Bullet points

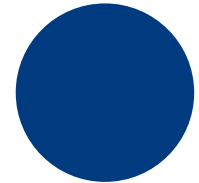
Dot points need to keep in the light blue diamond shape.

Your health record in your hands

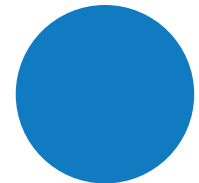
This year a **My Health Record** will be created for you.

Information can be added, viewed and shared by the healthcare providers involved in your care. Your My Health Record can contain important information including:

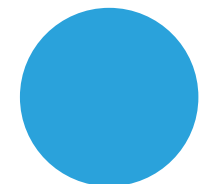
- ◆ Medical conditions
- ◆ Medicines you are taking
- ◆ An Advance Care Plan
- ◆ Allergies and adverse reactions
- ◆ Pathology test results
- ◆ Information on your child’s health, if you have a family



C100 M75 Y0 K30
R32 G64 B127
#20407f



C85 M45 Y0 K0
R0 G127 B191
#007fbf



C70 M20 Y0 K0
R38 G166 B223
#26abdf

Typeface

Quint

For headings, subheadings and CTAs use Quint.

Quint can be purchased [here](#).

Din

For bodycopy, terms and conditions, footnotes and any other copy, please use Din.

Din can be purchased [here](#).

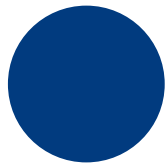
Typography

Please refer to the 'My Health Record Brand Identity Guidelines' for more branding details.

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

**abcdefghijklmnopqrstuvwxy
z
ABCDEFGHIJKLMN
OPQRSTUVWXYZ
1234567890**

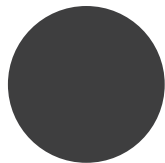
Colours



C100 M75 Y0 K30
R32 G64 B127
#20407f



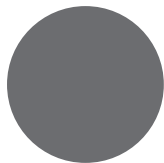
For names and CTAs use this blue.



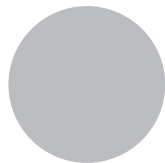
C0 M0 Y0 K90
R64 G64 B64
#404040



For job titles and any other copy, use dark grey.



C0 M0 Y0 K70
R108 G108 B108
#6c6c6c



C0 M0 Y0 K30
R191 G191 B191
#bfbfbf



For any additional elements, use these colours.

Logo size

Minimum clear space

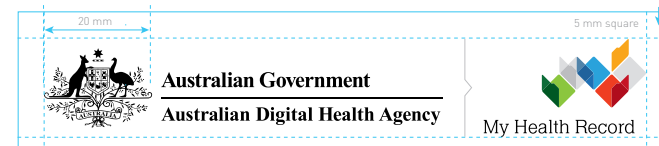
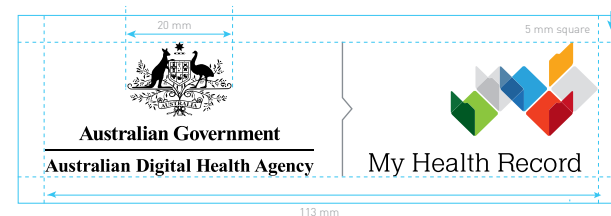
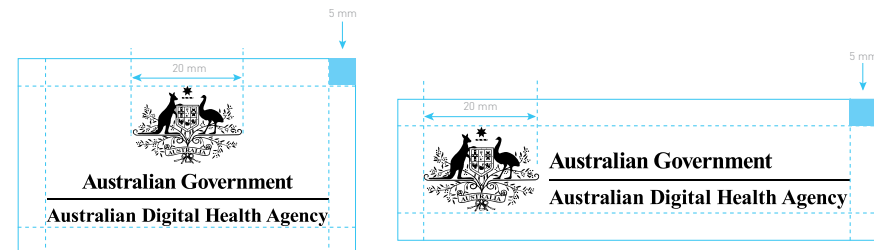
To protect the integrity of the logos in the context of surrounding elements, please allow enough clear space. Use the 'M' from My Health Record as a guide to the border dimensions.

For the Agency logo, there is a minimum of 5mm clear space to be used proportionally with the Commonwealth Crest 20mm minimum size rule.

Minimum and optimum sizing

To ensure visibility across all collateral items, a minimum and optimum size of the My Health Record logo is as follows:

- ◆ A MINIMUM width of 20mm is recommended to retain legibility, with an OPTIMUM width of width of 30mm being preferable on A4 documents.
- ◆ For the Agency logo, the Commonwealth Crest must be a MINIMUM width of 20mm.





Australian Government
Australian Digital Health Agency



My Health Record



Contact us

We're happy to help

Email: myhealthrecorddesign@digitalhealth.gov.au