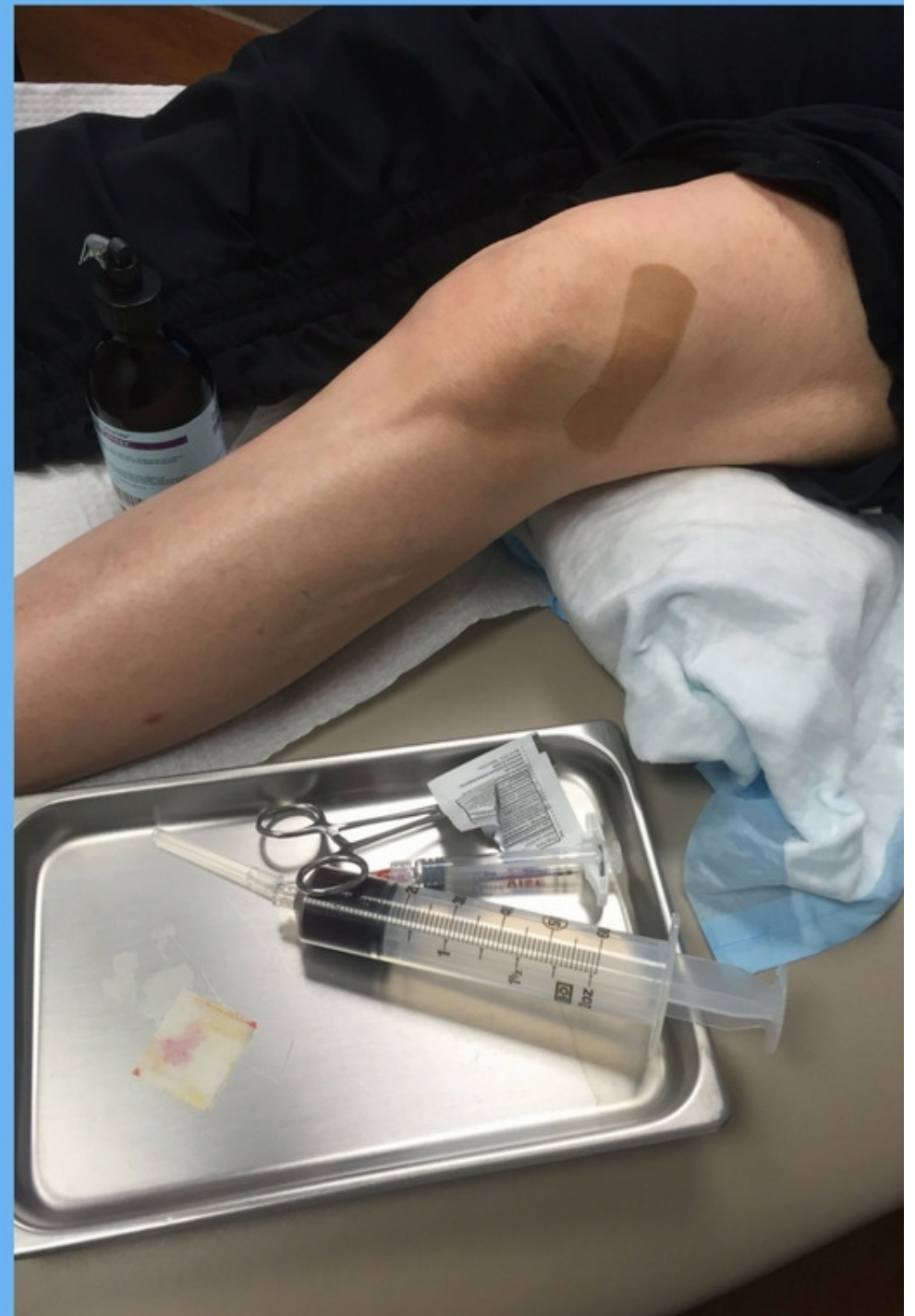


STEP
INSIDE
THE
EXAM
ROOM

CREATIVE WAYS TO USE
LIVESTREAMING IN YOUR
HEALTHCARE MARKETING



OrthoCarolina wanted to creatively promote Physician Assistant (PA) Week through social media

- Launched OrthoCarolina Periscope in conjunction with PA Week
- Broadcast on Periscope from inside four different exam rooms during clinic as patients had appointments with PAs
- Patients were chosen by PAs, pre-screened and signed HIPAA releases
- Audience was encouraged to ask questions through the Periscope app

What procedures were broadcasted live?

- General exam of hamstring injury
- Cortisone injections
- Arthrocentesis (knee draining)



Step inside the exam room...

Join **OrthoCarolina** for live Periscopes
Thursday, October 8
8:30 AM & 10:00 AM



@orthocarolina

#PAweek
OCTOBER 6-12

Celebrate PAs Next on Wed!



"Step Inside the Exam Room" was promoted through Twitter, Facebook and Instagram.

Each live segment had between 31-75 viewers, more during the first segments.

OrthoCarolina has since done another live Periscope session following a doctor in the clinic.



Recently OrthoCarolina began experimenting with Facebook Live, broadcasting from the X-ray room with radiologic technologists.

OrthoCarolina