

# HEALTH CHOICES FIRST VIDEO PRODUCT COSTING OFFERING 2018



**HealthChoicesFirst**  
Solutions for Life

# SEVEN VIDEO PRODUCTS

1. **Product Monograph Videos – PAAB approved**
2. **KOL Interview Style**
3. **HealthCare Practitioner Centered Educational Video**
4. **Patient Education Video for emailable purposes by physician and HCF; client's Social Media**
5. **Animation clips for Marketing Purposes**
6. **Multi Language clips**
7. **Patient Testimonials**

Whether your need is Medical Education, Brand Management or Patient Support - HCF has the product for your needs at a great price.



**HealthChoicesFirst**  
Solutions for Life



- ▶ Work with your agency + Costs
- ▶ Filmed in Toronto, Montreal and Vancouver
- ▶ KOL honorarium and invite
- ▶ French & English
- ▶ Cost \$20,000 per language
- ▶ Features KOL, Animation, B-Roll

1 - PAAB APPROVED PRODUCT MONOGRAPH VIDEOS  
For patient engagement, sample re-enforcement and  
product patient education



- ▶ International KOL
- ▶ Cost \$6,000 5-1 minute clips and \$500 for every clip – question after
- ▶ Locations available Toronto, Montreal and Vancouver
- ▶ KOL Speaker Honorarium covered by client (can be covered by HCF \$1,500)

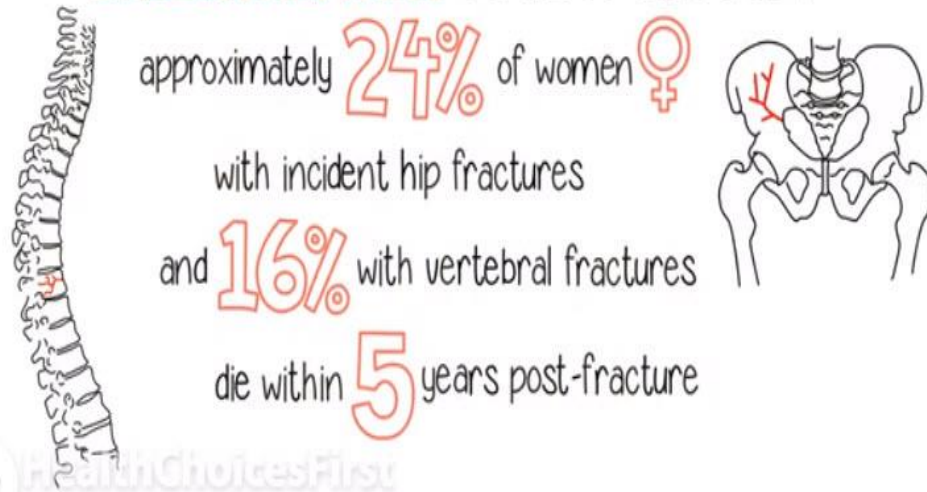
## 2 - INTERNATIONAL KOL FILMING & HOSTING



- ▶ Industry leading industry information
- ▶ Filmed in Toronto, Montreal or Vancouver
- ▶ French or English
- ▶ 2-3 Questions & Clips
- ▶ Cost \$12,500
- ▶ Animation, KOL, B-Roll
- ▶ KOL Speaker Honorarium
- ▶ Hosting and distribution

### 3- HEALTHCARE PRACTITIONER EDUCATION

## WHAT ARE THE CONSEQUENCES OF UNDERTREATING OSTEOPOROSIS?



- ▶ Disease specific Patient Education clip
- ▶ Edited with Animation and B-Roll, naming of physician
- ▶ Cost \$12,500 per clip
- ▶ Locations available Toronto, Montreal & Vancouver
- ▶ KOL Speaker Honorarium
- ▶ Economy of scale with same speaker available

4 – PATIENT EDUCATION VIDEO - KOL SPEAKER



## UCBeyond® 2018 Scholarship Program

WHY?  
Because a Disease Shouldn't  
Disable an Education



Marketing Video UCBeyond 2018

- ▶ Promotional Videos for trade shows or presentations
- ▶ Multiple year purposes
- ▶ Cost \$15,000
- ▶ Editing and project management
- ▶ 3-4 minutes in length

## 5 - PROMOTIONAL ANIMATED VIDEOS



- ▶ Multi Language patient Education
- ▶ Mandarin, Cantonese, Punjabi, Hindi, French and English
- ▶ Cost \$12,500
- ▶ Locations available Toronto, Montreal and Vancouver
- ▶ KOL Speaker Honorarium
- ▶ Editing, animation, B-Roll and KOL speaker

## 6 - MULTI LANGUAGE PATIENT EDUCATION AND INDUSTRY & DISEASE AWARENESS





- ▶ 5 Individual subject patient testimonials
- ▶ Cost \$8,000
- ▶ Locations available Toronto, Montreal and Vancouver
- ▶ Editing, hosting & waivers
- ▶ Social Media opportunities
- ▶ FTP site video for client purposes

## 7 - PATIENT TESTIMONIALS

Contact [Jackson@healthchoicesfirst.com](mailto:Jackson@healthchoicesfirst.com)

Jackson 604 230 0735

