

## **GENERAL TIPS**

It is important that the patients feel comfortable and are enjoying themselves. Make them laugh, smile, get to know them.

- It is important that all ages, races and genders are represented within your cultural standards. For example, if the last photo was a FA and a male patient, the next photo should be a different teammate and a female patient.
- Have a variety of shots and locations. It is not necessary to have the dialysis equipment and/or chair in every shot.
- If other patients want to their photos made, please allow them too!
- Make the role of the teammate as clearly defined as possible. For example, show clearly if the teammate is a nurse or a doctor or a PCT whenever possible.
- Limit the usage of our old logo. If it is on scrubs or in the background, we can Photoshop it out, but be aware of its excessive use.
- The best shots are series of stores. An action, then a reaction to the action. For example, a teammate explaining something on a form, and then a patient looking up/directly at the teammate happy that they are assisting them.

## **IN-CENTER**

### **Patient Photos:**

- Smiling patient in chair (showing lines and without showing lines)
- Serious photos of nurses/doctors with patients. Most pictures show lightheartedness between the two individuals, but in some instances a serious tone is needed. For example, missed treatments.
- Patient and teammate interacting, smiling
- Doctor talking to patient - we see doctor's face and its very clear they are a doctor
- Teammate hugging patient or holding their hand
- PCT interacting with patient
- FA meeting with patient (in dialysis chair then in office)
- AA or other teammate and patient going over the forms on a clip board
- Teammate walking patient to scale
- Teammate helping push a patient in a wheelchair
- Patient looking at a cellphone or computer
- Patient looking at tablet or computer with a teammate
- Teammate celebrating with a patient
- Patients interacting with each other in a positive way

### **Teammate Photos:**

- Teammate answering phone or "talking" on phone
- Admin team gathering posed, happy
- Teammates having a Homeroom (not looking at camera)
- Teammates celebrating, cheering, smiling, hands in air, etc.
- Admin team gathering around un-posed, like a homeroom meeting- not looking at camera.
- Teammates getting things accomplished/an image that can clearly represent accomplishment
- Nurses only
- Team interaction shots of day to day activity (5-6 teammates)

- FA meeting with AA or Social Worker.
- Doctors with nurses, team photo, with clearly defined rolls provided

### **LIFESTYLE**

- Should you choose to do a lifestyle shoot off-site, for example a park, beach, sports venue, workplace, home, etc.:
- Show surroundings of the area and vary the backgrounds about every 10 minutes or so
- Show the patient active
- Show a patient enjoying their hobbies or favorite activities
- Include props. For example, if a patient plays tennis, meet them at the tennis court and have them hit some balls with their racket.
- Photos of patients Living Life!