



CASE STUDY OF: A Medical Journey at Birmingham Children's Hospital


A MEDICAL JOURNEY THROUGH PICTURES
TAKEN BY HELEN TINNER PHOTOGRAPHY

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We **enhance** parent and child **confidence** during hospital visits, by replacing pages of text with **inspirational** pictures.

These images provide a **fast, visual** method of communication, to illustrate their **medical journey**.

“An image speaks a thousand words”

Typical child's question

A picture can quickly answer questions, like... are mum and dad allowed to visit me in hospital?



Typical child's worry

This picture shows a child doesn't need to be scared, as mum can stay with them.



This image shows Callum prior to receiving his anesthetic

Typical parent's questions

I'm undertaking these procedures at home; can you show me how to do them?



Other typical questions

Can I go with my son into anesthetic?

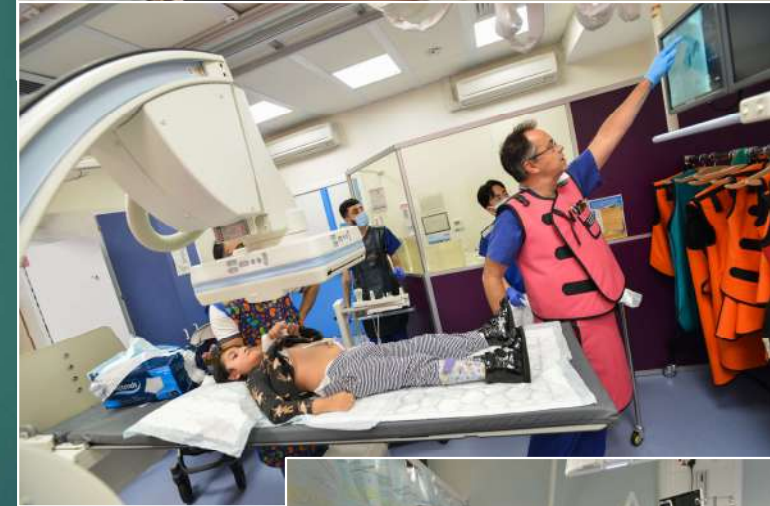


Will I be asleep?

Will I feel anything?

Will the consultant show our progress?

Will the consultant talk to me about my procedure?



About your Consultant

Your consultant and their team will be by your side throughout your medical journey



Eva's Medical Journey

Pre-Op

Our aim is
to inspire
confidence
and explain
in pictures
the medical
journey
for your
patients
and
their families



Eva's Medical Journey

Anesthetic



Eva's Medical Journey

In theatre



Eva's Medical Journey

In recovery



Eva's Medical Journey

In recovery



Eva's Medical Journey

In recovery

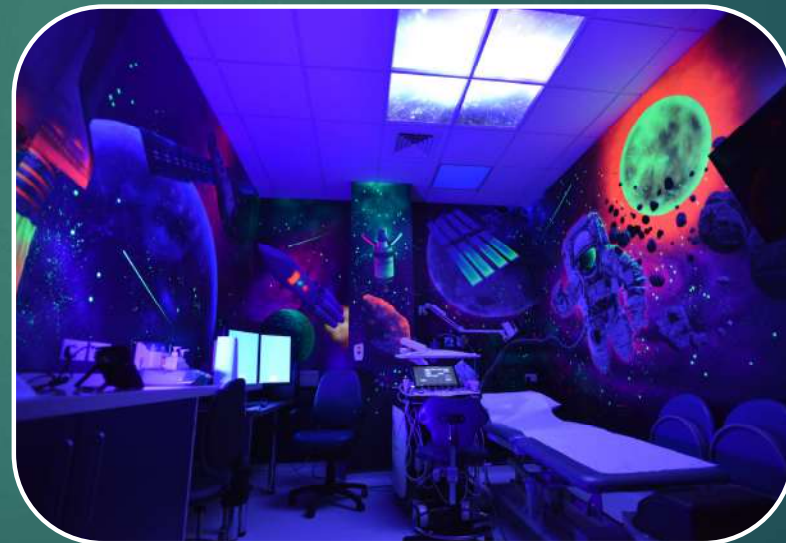
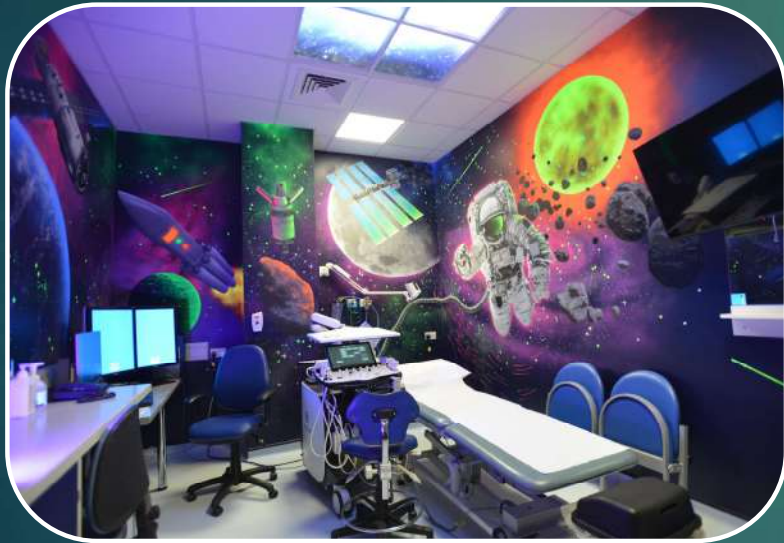


Use our images to showcase your fabulous high tech facilities



To showcase the amazing science and technology behind the scenes

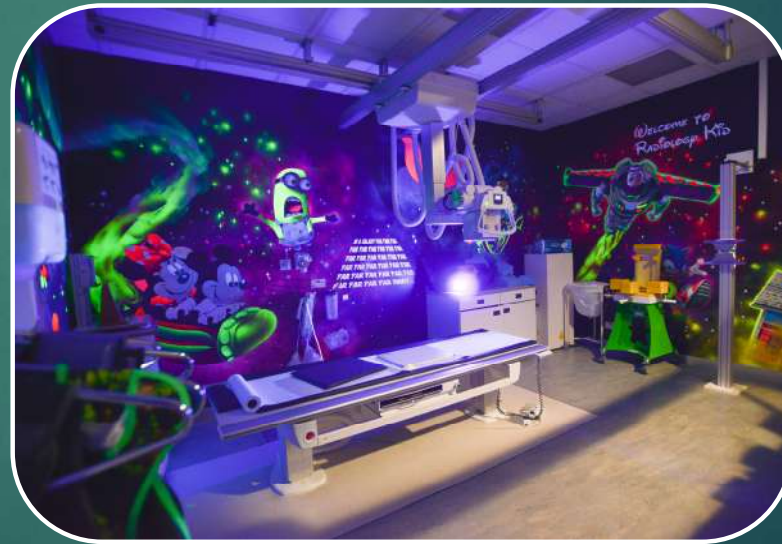
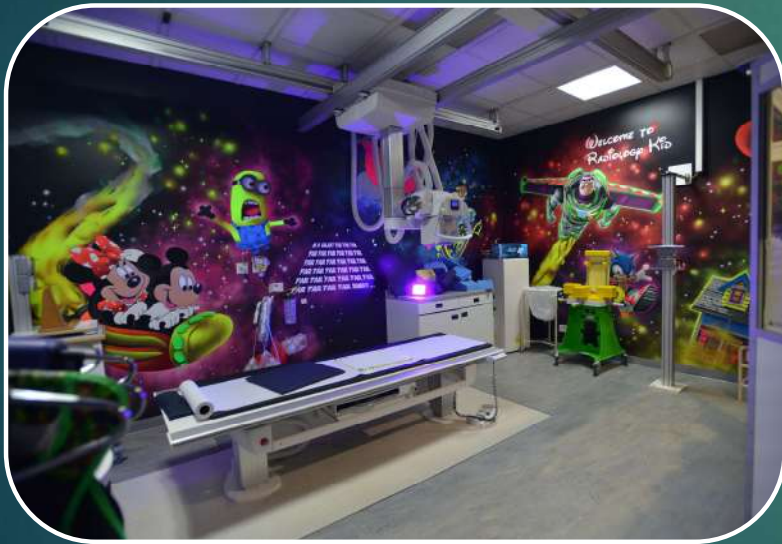
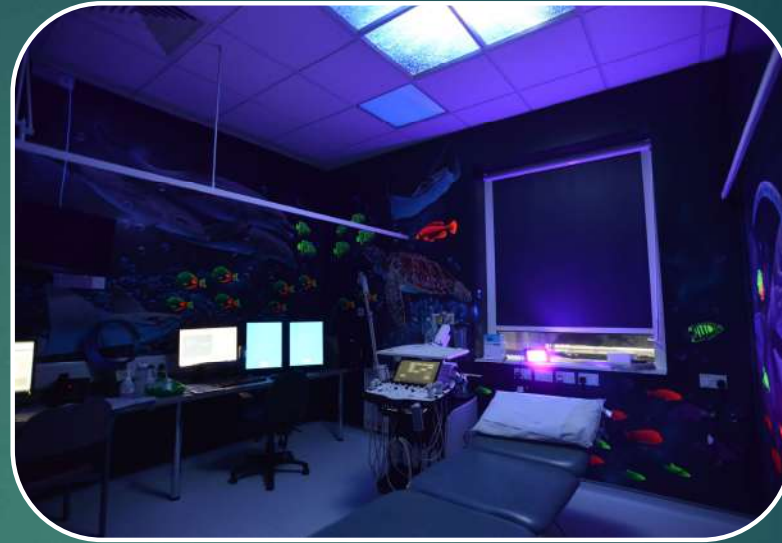




Create patient confidence through images of your amazing sensory room and state of the art facilities

Lights on

Lights off



Create patient confidence through images of your fantastic, state of the art facilities

Lights on

Lights off

Help patients and families familiarise themselves with the inside of your hospital



Help with directions



Meet the team who will take care of you during your stay



Behind the scenes – the team at work



Behind the scenes – the team at work





How your images can be used

- Websites
- Intranet
- Webinars
- Social Media
- Fliers and brochures
- Used in books, trade press, magazine publications and editorials

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