



# 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 anaesthetic?



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



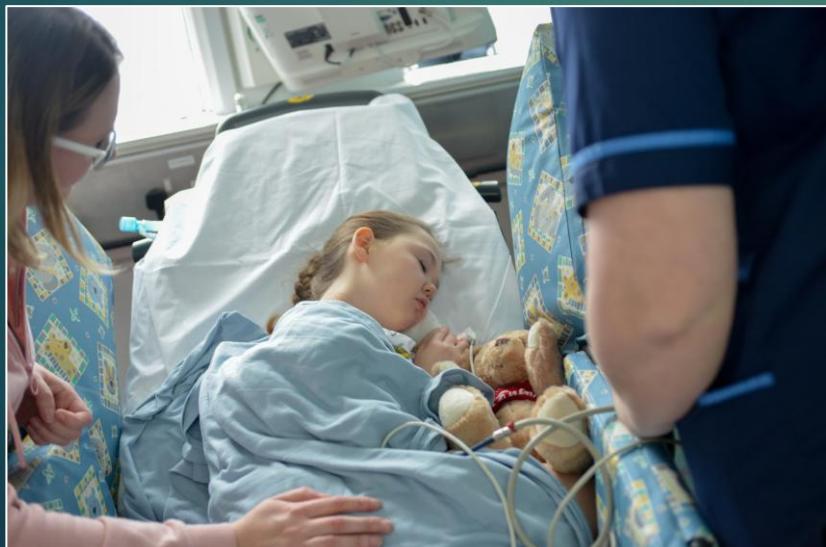
# Eva's Medical Journey

## In theatre



# Eva's Medical Journey

## In recovery



# Eva's Medical Journey

In recovery



# Eva's Medical Journey

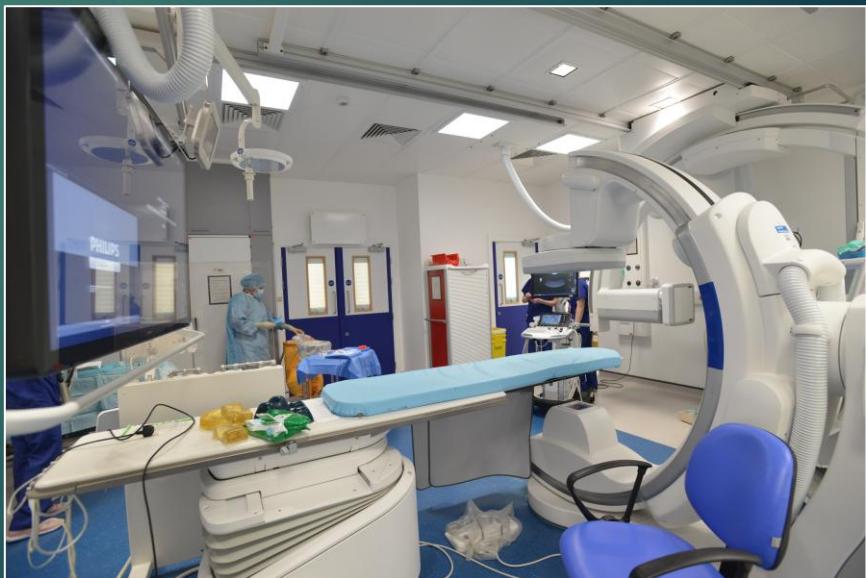
In recovery



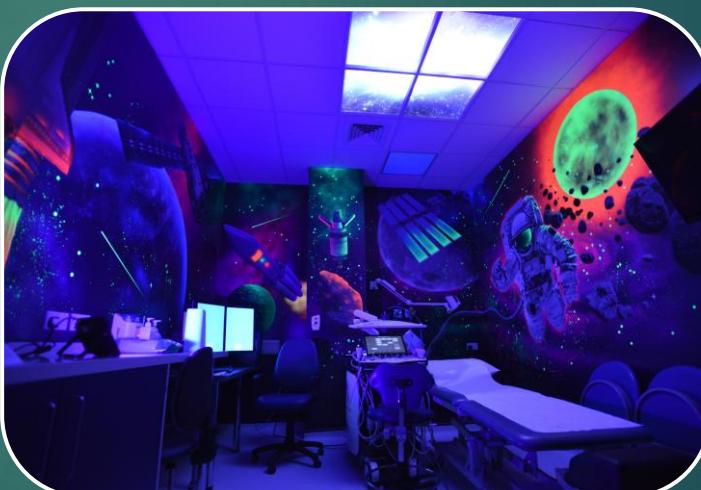
# Use our images to showcase your fabulous high tech facilities



# 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



# Lights on

# Lights off

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

# 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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**To book our photographic service  
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