




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

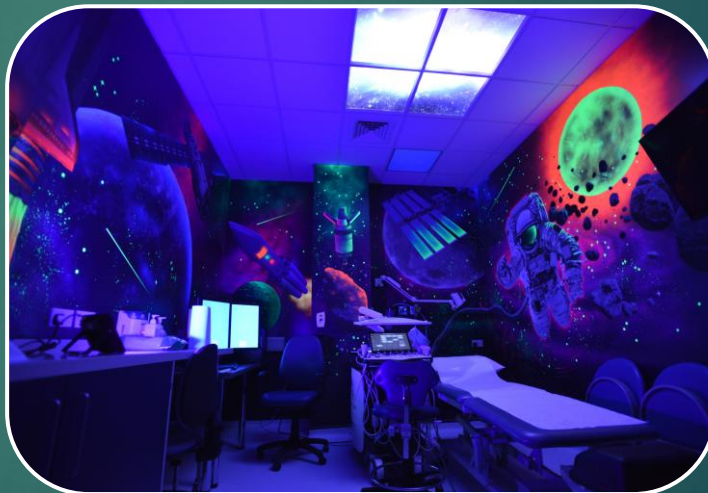
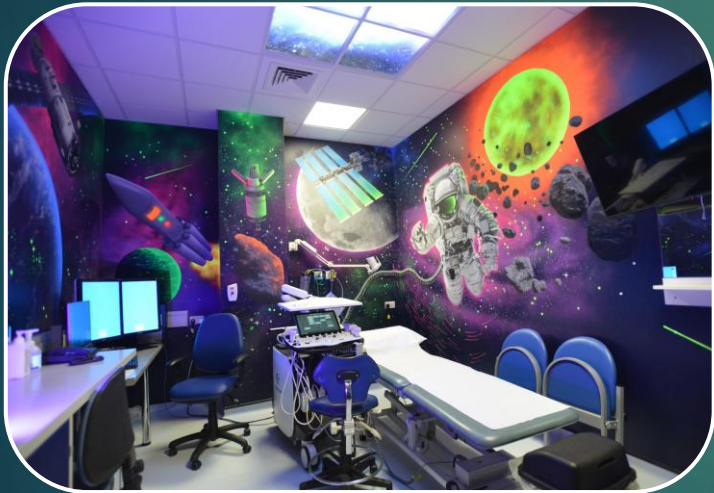


Use our images to showcase your fabulous high tech facilities



To showcase the amazing science and technology behind the scenes

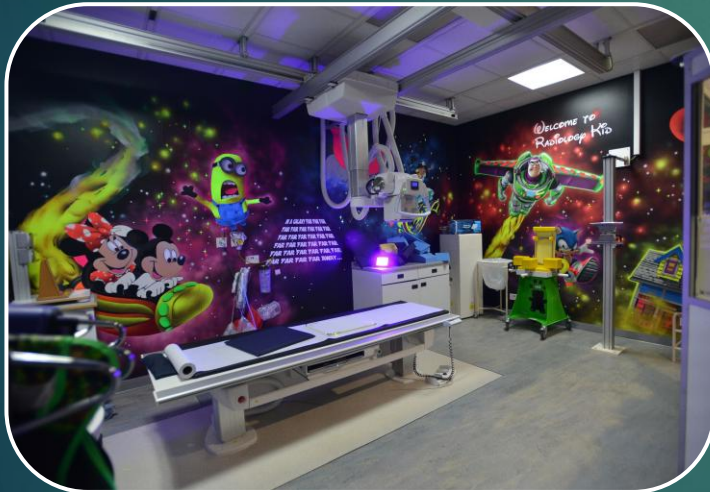
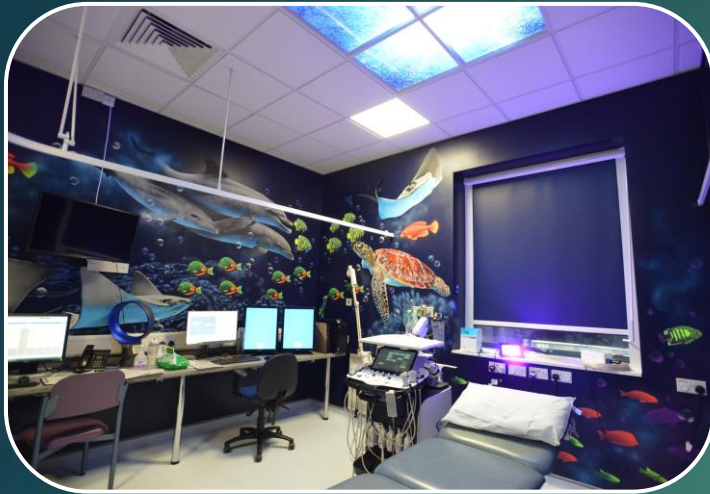




Create
patient
confidence
through
images of
your
amazing
sensory
room and
state of the
art facilities

Lights on

Lights off



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

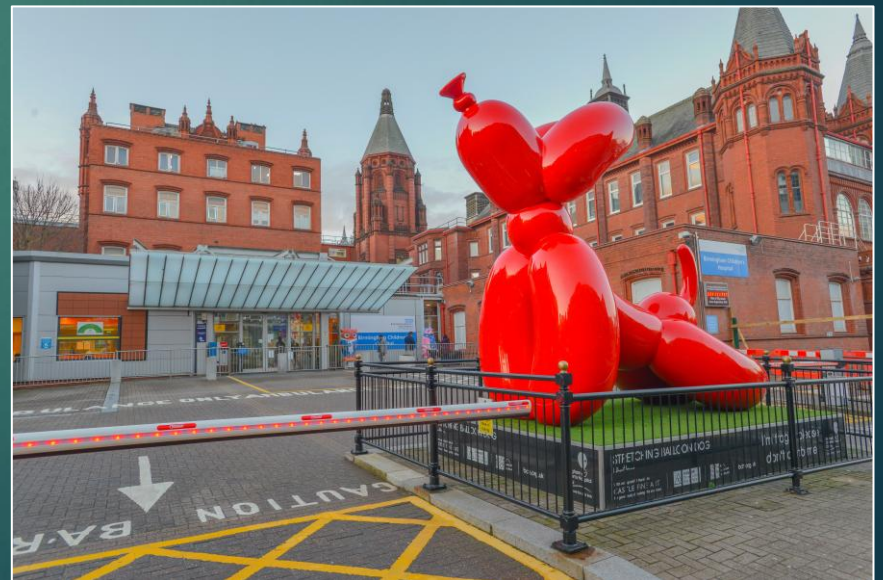
Lights on

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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