

FACULTY PARTNERSHIP TOOLKIT

A Reference Guide For Faculty Subject Matter Experts



TABLE OF CONTENTS

WORKING WITH THE PRACTICING EXCELLENCE TEAM

Meet The Content Development Team
Meet The Video Production Team
Program Content Development Process

PREPARING FOR FILMING

Q&A About Rehearsing
Q&A About What To Wear

TRAVELING TO SAN DIEGO

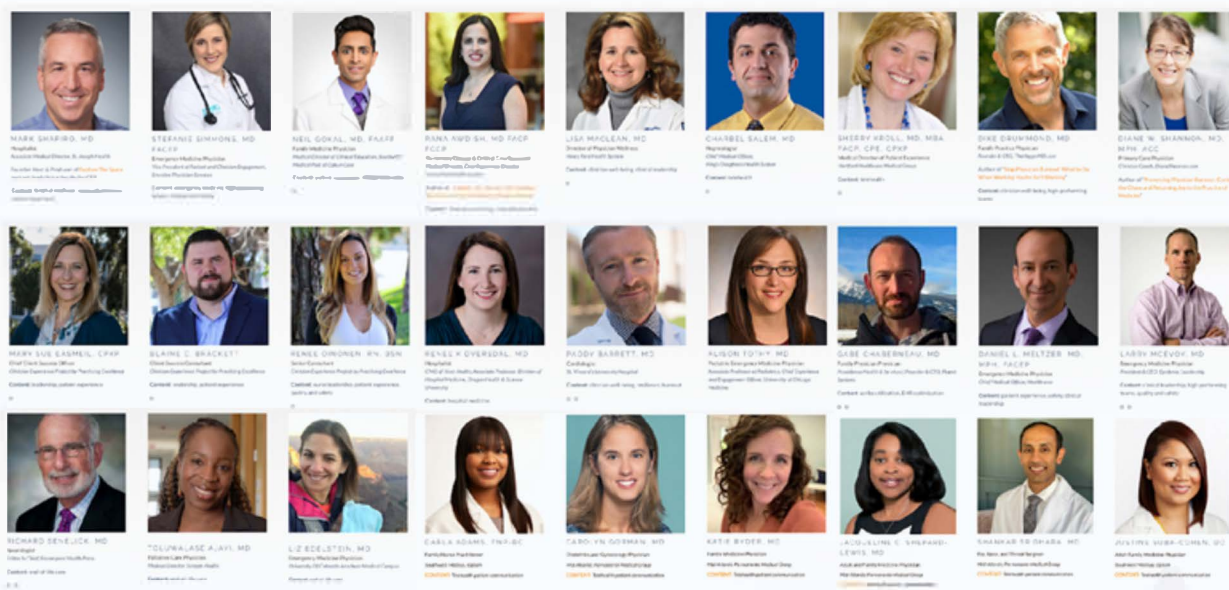
When To Arrive & Where To Go
Travel & Hotel Accommodations
In Case Of Delays

RECORDING IN THE STUDIO

Schedule For Filming Day
The Recording Process

TOOLKIT OVERVIEW

Welcome aboard to the Practicing Excellence Faculty! You're joining an esteemed group of more than 45 clinicians, thought leaders, and subject matter experts who have contributed immensely to content that empowers clinicians, teams, and leaders to be their best.



In this toolkit, you will find essential information that will help you learn about, prepare for, and bring to life coaching and development content. We look forward to collaborating with you to create incredible microlearning tips that impact thousands of clinicians across the country!

If you have immediate questions, please reach out to:

Joanna Clay

Director, Content & Production

joanna.clay@praticingexcellence.com

402.202.4402

WORKING WITH THE PRACTICING EXCELLENCE TEAM

We're excited to begin working with you and bring to life your stories of patient connection, leadership best practices, well-being tips, and so much more!

CONTENT DEVELOPMENT TEAM



JOANNA CLAY

Director, Content &
Production



ADAH CHUNG

Content Specialist



MORGAN VANDERVEEN

Content Specialist

VIDEO PRODUCTION TEAM



JASON KIMBRELL

Director, Video Production



NEIL MURKO

Video Production Specialist



MATT RILEY

Video Production Specialist



ALEX GHIRDAN

Video Production Specialist



JENNIFER CORTEZ

Video Production Specialist

OUR PROCESS

The following is the process you will go through with our content and video production teams. Our goal is to make your experience fun, creative, and unique. Our content team does the writing for you--all we need are your stories from your experience!

PROGRAM DEVELOPMENT & PRODUCTION

Your commitment as faculty is outlined below. If you are creating 5 tips videos with us, for instance, you can expect 5 hours of preparation and travel to film for typically half a day. (We cover all expenses--those are outlined later in the Traveling To San Diego section.) Here is what to expect:

1) Introductory call | 30 - 45 minutes

Connect with Practicing Excellence (PE) as a brand new faculty interested in participating. Discuss vision, body or work, topics, and scope.

2) Kick-off call | 30 minutes

Walk through specific skill and tip content with faculty, based on the program outline. Review content production process. Address any faculty questions and set faculty tip interview(s).

3) Pre-Script Discussion(s) | 60 - 90 minutes

Practicing Excellence content writers will meet with faculty for a guided discussion to record their stories and best practices for each tip.

4) Review & approve tip scripts | 60 minutes

When scripts are completed by the PE team, they are sent to faculty for final review. Faculty may choose to edit and revise before approving.

5) Rehearse tip scripts | 60 minutes

Faculty rehearses each tip out loud a recommended 5-10 times per tip with the goal of getting comfortable with reading the text naturally. Listen for phrases that need adjustments in the script and revise as needed.

6) Travel to San Diego to film in person | 1 - 2 nights & 1 day for filming

Make preparations to fly to the studio in San Diego and film with the PE production team. Prepare to read your tips on camera with a teleprompter.

INFORMATION WE NEED FROM YOU AS FACULTY

Simple forms. Review and fill out all applicable forms and releases provided by the PE team.

Social media handles. Fill out the short social media form [here](#) to let us know how we can tag you when content is promoted publicly.

OUR PROMOTIONAL & REFERRAL OPPORTUNITIES

After recording is completed, video content goes to post-production and program creation. When a program is ready for release (usually 2-3 months after filming), we showcase the expertise and content through program workshops, virtual events, and social media content. Faculty are invited to be part of this effort. We also refer faculty to coaching and workshop opportunities requested by client or non-client organizations.

PREPARING FOR FILMING

It's normal to be nervous about being filmed and what you might end up looking like on screen. Don't sweat it! We've got you covered. Below we'll walk you through some simple best practices and techniques to help you look like a seasoned professional.

Do I need to rehearse my scripts, and if so, how much?

Yes, please rehearse. We recommend practicing your script out loud while standing up before we record-getting comfortable with the script is a key step to confidence when we're recording. Think of the camera as a person you are having a conversation with and allow that to inform rhythm and pace. Be mindful of your speed. It is common to speed up when the camera turns on. Don't hesitate to alter your pace: If you have a big point to make, it is often good to slow it down for emphasis.

Read your tips out loud in front of the mirror. Practicing your tips 10 times out loud is ideal. Looking for more tips? Here is an excellent [YouTube video](#) that reinforces some of the keys to success, like smiling, energy, and pacing.

No need for memorization. You will be reading your scripts from a teleprompter, so no memorization of scripts is needed. It's very helpful to rehearse so you are extremely familiar with all the text. This will help make the filming experience more enjoyable and efficient for everyone.

Watch other tips to learn. Please visit our [Faculty Tip Video page](#) to see outstanding examples of different types of on-screen demeanors, gestures, and cadences. If you are a member of the Clinician Experience Project or Nursing Experience Project, you can deep dive and watch videos of other faculty to learn about how you'll be presenting on camera.

What do I do with my hands when I'm being filmed?

Use your hands to support a point. Just like we use our hands during conversations, being on camera is no different. While practicing reading your script aloud, try to also practice your hand gestures. Have a posture that conveys "being open," so talk with open palms and gentle gestures. You'll want to appear personal, relaxed, and natural on screen. Also, smiling when it makes sense helps you engage and makes you authentic and relatable.

What type of clothing is appropriate to wear?

We will be filming you from the waste up, so your top should be conducive to a microphone being clipped on (for this reason please avoid turtlenecks or low-cut attire).



PREPARING FOR FILMING

What we suggest wearing:

- Professional attire such as a collared, button-down shirt for men and a blazer/top or blouse for women.
- Tops with a collar or lapel. We attach a small microphone to your clothing.
- Light-colored clothing such as a single-color top.
- Comfortable shoes. They will not be filmed, but you will be standing for all takes.

What we recommend AVOIDING:

- Dark-colored clothing.
- Tops with striped patterns.
- Skin-toned clothing.
- Sleeveless tops.
- Anything the color green.

Should I bring multiple outfits?

It depends on how many videos you are filming. We like to change outfits every 4 to 5 tips filmed, which is every 1 to 2 skills.

Can I wear jewelry or accessories?

Try to keep jewelry or accessories to a minimum. Earrings can be studs, but avoid anything dangling. Big jewelry or flashy accessories tend to clank around and cause noise and distraction during recording, especially big necklaces and bracelets. A tasteful necklace that lies flat is completely acceptable.

Do I need to wear makeup?

We will apply translucent powder to ensure you look your very best on screen. Bright lights reflect off damp surfaces on the skin and can make faces appear shiny or sweaty onscreen. So, below is what we recommend.

Men: We will apply makeup powder inside the studio minutes before filming. We usually re-apply powder every 30 to 45 minutes.

Women: We suggest applying foundation and concealer (add primer on face, neck, and eyelids) as well as powder. Use a neutral color of makeup. Avoid shiny or glittery makeup, like lip gloss (use matte). Apply makeup-setting spray if possible.

TRAVELING TO SAN DIEGO

Below we provide travel recommendations, instructions, and locations that are important for your trip. We look forward to seeing you in person to film your tips!

What airport do I fly into?

The closest airport to our studio is San Diego International Airport (SAN).

When should I arrive before my filming?

We generally recommend that you arrive in San Diego the night before so that we can get an early start on filming day. First filming times of the day typically start by 9:00 AM.

What is the address of the studio?

Our studio is located at:

DK3 Studios

9865 Mesa Rim Rd

Suite 205,

San Diego, CA 92121

Do I book my own travel or will Practicing Excellence do this?

This is completely up to you!

You can book your own flights, hotels and transportation. Just keep all your receipts for airfare, transportation, meals, and lodging. Scan or save and send to Executive Assistant Joey Arcuri at joey.arcuri@practicinglexcellence.com so that we can fully reimburse you for your travel.

Alternatively, we can book your flights, hotels, and transportation for you. You will need to provide the following to Joey, mentioned above, if you would like for her to book your travel:

- Departure airport
- Dates of travel
- Full name
- Airline
- Airline rewards number
- Hotel
- Hotel rewards number
- Driver's license
- Date of Birth
- Address
- Any other pertinent information needed for booking

Where should I stay?

You are welcome to choose your own hotel for when you are in San Diego. Some people might like to stay closer to the downtown area, while some prefer to stay near the studio. The choice is yours. We have suggested a few hotels below, but feel free to research where you would like to stay!

We are happy to book your hotel for you, or you can book yourself. Just keep your receipts and send to joey.arcuri@practicingexcellence.com so that we can fully reimburse you for your hotel stay.

Hotels close to the studio:

Hyatt House San Diego/Sorrento Mesa (3 star)

Residence Inn by Marriott San Diego Sorrento Mesa/Sorrento Valley (3 star)

In La Jolla:

San Diego Marriott La Jolla (4 star)

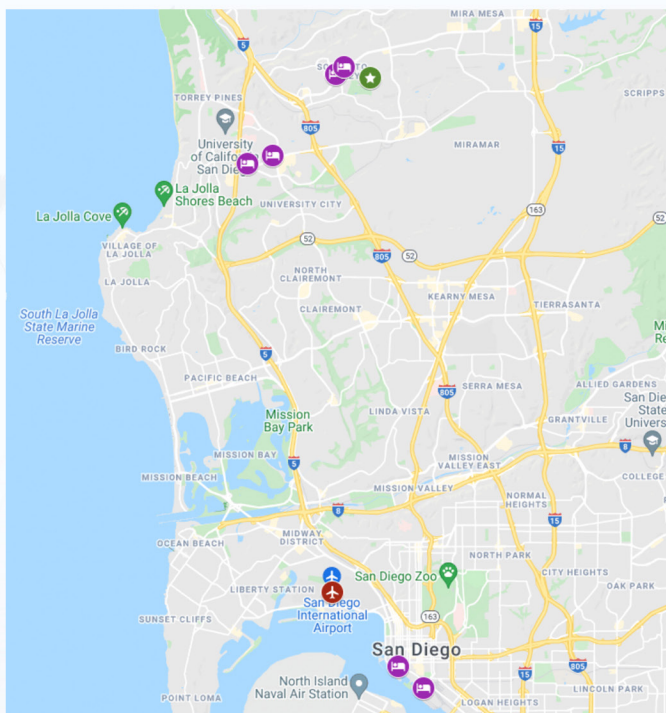
Hyatt Regency La Jolla at Aventine (4 star)

Downtown San Diego (near airport):

Hilton San Diego Bayfront (4 star)

Manchester Grand Hyatt San Diego (4 star)

Click the following **map** to open a link that shows locations of the hotels and studio.



What should I do if my flight is delayed or if I miss my flight?

Travel hiccups happen! If you run into any trouble or any delays, feel free to reach out to:

Joey Arcuri, Executive Assistant

joey.arcuri@practicingexcellence.com

760-672-9898

Joanna Clay, Director, Content & Production

joanna.clay@practicingexcellence.com

402-202-4402

Jason Kimbrell, Director of Video Production

jason.kimbrell@practicingexcellence.com

619-952-8638

What is the best way to get around in San Diego?

The San Diego area is easily accessible by Uber, Lyft, or other taxi companies. Be sure to have an account setup for Uber or Lyft and download any apps you might need before your travel to make this easier on the day you arrive.

Where should I eat while in San Diego?

We want you to enjoy your stay in San Diego. You're welcome to eat anywhere that sounds delicious to you! Again, save your receipts and send to joey.arcuri@practicingexcellence.com so that we can reimburse you for your meals while you are filming for Practicing Excellence.



RECORDING IN THE STUDIO

What is the schedule for filming day?

Prior to filming day, Joanna will send you what is called a Call Sheet. This document provides the who/what/where/when for your filming and contact numbers for all faculty and the PE production team. It will let you know what time you should plan to arrive at the studio.

Example of a Call Sheet schedule:

PRACTICING EXCELLENCE

CALL SHEET

FILM DAY 1: MONDAY, NOV. 1, 2021

FILM DAY 2: TUESDAY NOV 2, 2021

This document provides detailed information for all faculty and crew for filming in San Diego for the Distinguished Ambulatory Patient Experience Certification Program.

PE Production & Support Team			Faculty To Be Filmed		
Video Director	Jason Kimbrell	619-952-8638	Nurse	Renee Oinonen, RN, BSN	617-595-6194
On-Set Assistant	Matt Riley	619-270-6202	Physician	Neil Gokal, MD	702-379-3525
Script Contact	Joanna Clay	402-202-4402	Physician	Stephen Beeson, MD	858-449-9629
Faculty Travel Support	Joey Arcuri	760-672-9898			

FILMING LOCATION

DK3 Studios

9865 Mesa Rim Rd

Suite 205,

San Diego, CA 92121

FIRST CALL TIME:

9:00 AM

Monday, Nov 1, 2021

2021

TOTAL TIPS FILMING: 36

- Neil Gokal: 10 tips
- Renee Oinonen: 16 tips
- Steve Beeson: 10 tips

Filming Schedule - Day 1, November 1		Tips	Filming Schedule - Day 2, November 2		Tips
Production team set up	7:00 AM		Production team arrival	8:30 AM	
Neil G. call time	9:00 AM	10	Renee call time	9:30 AM	8
Break for lunch	12:30 PM		Break for lunch	12:00 PM	
Renee O. call time	1:00 PM	8	Steve B. call time	1:00 PM	10
Wrap for the day	4:00 PM		Production team tear down	4:00 PM	

Practicing Excellence Call Sheet

1

What sort of experience can I expect in the studio?

When you join us in the studio, we'll take about 15 minutes of preparation to get you ready before filming. We will load the script into the teleprompter, apply makeup (as needed), clip on your microphone, focus the camera, adjust lighting, and then begin recording.

In the recording studio we set up:



2 CAMERAS



1 TELEPROMPTER



SOUND EQUIPMENT



LIGHTING EQUIPMENT

What are the filming procedures?

We will take 1 medium shot from straight ahead (used with teleprompter) and 1 medium close-up from the side. This allows us post-production editing flexibility.

We typically need 2 to 3 takes for each tip video.

1st Take: Readthrough with errors (optional, based on performance).

2nd Take: Audio backup. Used as a backup to replace single words or phrases. Perfection is not needed for this take.

3rd Take (Optional): Final cut. We are striving for a great take on this one. If an error or flub occurs, we'll back up to the beginning of the sentence or paragraph and reshoot that segment.



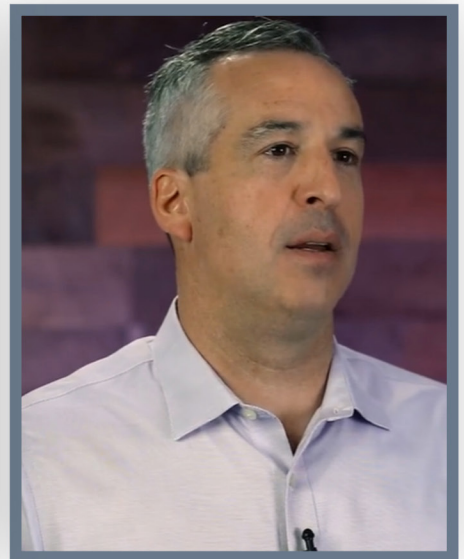
**READING FROM THE TELEPROMPTER
WHILE FILMING.**

Lisa MacLean, MD | Practicing Excellence Faculty
Director of Physician Wellness
Henry Ford Health System



**STRAIGHT-AHEAD SHOT OF FACULTY
FILMING ON SET.**

Neil Gokal, MD, FAAFP
Family Medicine Physician
Medical Director of Clinical Education, Southwest
Medical Part of OptumCare



**SIDE SHOT OF FACULTY FILMING
ON SET.**

Mark Shapiro, MD
Hospitalist
Providence Medical Group – Sonoma County

What is the post-production process?

This is the process our video editing team undergoes to cut, edit, and polish tip videos. For a program of 26 tips, this takes typically 5 to 6 weeks. One skill of 4 tips can take about a week to post-produce. We add graphics, animations, and music to your video to enhance the information you're sharing. Perfection is not required when you are recording because we use multiple angles to create a finished product. We simply want to see energy, clarity, and smiles from you!

WE LOOK FORWARD TO COLLABORATING!

We are pleased to have you join our faculty in filming this impactful content. Thank you for trusting us in this process. We are excited to create professional videos that reflect your authentic voice and represent your expertise to our clinician community. We welcome you reaching out to us if you have any further questions.

Thank you!

The Practicing Excellence Team

