

Subject: Enhancing Patient Trust: Video Profile Proposal for [Name of Healthcare Professional/Clinic]

Dear [Name of Contact Person],

My name is [Your Name] and I am a [Your Profession, e.g., Videographer/Digital Strategist] specializing in healthcare communications. I am writing to propose the creation of a professional video profile for [Name of Healthcare Professional/Practice].

In today's digital landscape, patients often search for providers online before booking an appointment. A high-quality video profile allows you to:

- Establish immediate trust and rapport with prospective patients.
- Humanize your practice by sharing your philosophy of care.
- Improve your website's search engine ranking (SEO).
- Reduce patient anxiety by introducing yourself and your facility virtually.

I have attached a brief portfolio of my previous work in the medical field. My production process is designed to be efficient and non-intrusive to your daily clinic operations.

Are you available for a brief 10-minute call next [Day of the week] to discuss how we can showcase your expertise through video?

Best regards,

[Your Full Name]

[Your Phone Number]

[Your Website/Portfolio Link]