



# CASE STUDY #8: WHOLE PHYSICIANS, WHOLE PEOPLE



## CLIENT OVERVIEW

**BENEFIS HEALTH SYSTEM**, one of Montana's leading healthcare systems, has launched its very first Internal Medicine Residency Program—marking a historic expansion in both its educational mission and its dedication to community healthcare. But instead of rolling out the red carpet with statistics or logistics, **BENEFIS HEALTH SYSTEM** wanted to greet its inaugural class with something deeper: *a sense of belonging and a promise of self-care.*

## THE CHALLENGE

How do you welcome the very first class of medical residents into a brand-new program—especially when everything is still being built?

Instead of showcasing hospital floors, white coats, or traditional academic talking points, **BENEFIS HEALTH SYSTEM** asked **GENTLE THUG VISUAL MEDIA** to create a video that expressed the heart of its residency program: **resident well-being**. The client wanted to emphasize from day one that *this program isn't just about training physicians—it's about sustaining people*.

And there was one more constraint: *Only one voice would speak—the newly appointed Wellness Coordinator*.

## THE SOLUTION

**GENTLE THUG VISUAL MEDIA** embraced the creative challenge and built the video around a single, powerful narrative: a conversation between the Wellness Coordinator and the viewer. This wasn't an orientation. It was a *welcome*—a **personal letter in motion**.

### Creative Choices That Made It Work:

- **Solo Interview Format:** With the camera trained on the Wellness Coordinator, we crafted a tone that felt more like a heart-to-heart than a speech—direct, honest, and warm.
- **Montana Imagery as Metaphor:** B-roll of sunlit meadows, walking trails, and peaceful moments in and around **BENEFIS HEALTH SYSTEM**'s facilities stood in for the larger message: *this place is spacious enough for your ambitions and your well-being*.
- **Wellness as the Narrative Arc:** Instead of bullet points, we let the Coordinator's reflections unfold naturally: the stresses of residency, the importance of asking for help, the human need for rest, movement, connection, and grace.
- **A Soft Visual Touch:** We used gentle motion, natural light, and warm tones to match the message with the mood—supportive, not prescriptive.

## THE PROCESS

1. **Discovery with Purpose** – We didn't script talking points. We asked questions. What does well-being *actually* mean to a brand-new medical resident in 2025? What would they need to hear, not just know?
2. **Single-Day Shoot, Multi-Layered Storytelling** – The Wellness Coordinator was filmed in a quiet, contemplative setting, while supplemental footage told the unspoken story: places to breathe, to walk, to talk, to decompress.
3. **Focused Editing** – With only one speaker, pacing and rhythm mattered more than ever. We let the words breathe. We let silence make space.

4. **Careful Integration** – A few key graphics unobtrusively introduced resources and wellness touchpoints without hijacking the emotional flow.

## THE RESULTS

- **Human First Impressions:** Incoming residents expressed gratitude for receiving a message about *them*—not just their role.
- **Emotional Anchoring:** The video gave the new program a tone of intentionality and compassion, positioning **BENEFIS HEALTH SYSTEM** as both clinically excellent and emotionally intelligent.
- **Multipurpose Use:** Initially designed for orientation, the video will be utilized in recruitment outreach, social content, and as a visual anchor in staff wellness initiatives.
- **Program Identity Set From Day One:** With this video, the tone for the entire residency was established: *we value your well-being, not as a bonus—but as the foundation.*

## KEY TAKEAWAYS

- **You don't need a cast—you need a message.**
- **One authentic voice can build trust faster than a thousand facts.**
- **Residency culture starts with intention—not tradition.**
- **Wellness deserves more than a brochure—it needs a story.**

## CONCLUSION

With nothing but a single voice, a camera, and a whole lot of intention, **GENTLE THUG VISUAL MEDIA** helped **BENEFIS HEALTH SYSTEM** speak volumes: *Welcome. We see you. We're here for you.*

This wasn't a typical welcome video. It was a stake in the ground—a way of saying that the Internal Medicine Residency at **BENEFIS HEALTH SYSTEM** begins not just with clinical training, but with care that starts with the soul.