

Website Photography

How to Shoot Real Patient Photos for Your Website.

Showcasing your own patients on your website adds a personal connection and lets your work speak for itself. Before you have a photo shoot with your patients, there are many factors to consider. The following guide will help you understand what you need to know before your photo shoot, and give you examples of websites whose photos have all the right qualities.

1 Quality

- Hire a professional photographer.
- It is essential to use an experienced photographer who has a keen eye for composition and all the right equipment to get the most out of your photo shoot.

2 Setting

- Consider whether you want to use an indoor or outdoor setting based on your location.
- For example, if you live in beautiful wine country, consider taking advantage of an outdoor shoot.

3 Composition

- Have your photographer take a variety of photos.
- Take horizontal shots with ample space around the model, in addition to shots that are closer up.

4 Poses and Grouping

- Try a variety of poses — sitting, standing, and lying down — to showcase results.
- In addition to individual shots, take group photos in pairs, groups of three, and everyone together.
- The more variety, the better!

5 Clothing & Styling

- Consider hiring a professional makeup artist and hair stylist to get your models ready for the shoot.
- Once you decide where your setting will be, coordinate outfits accordingly. You do not want to have everyone match, but some consistency in color, style, and pattern is desirable. Balance is key. (This is more important for site-wide implementation of patient photos than for photos on individual patient story pages.)

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Pre-Shoot Pointers

Before the day of your shoot, it is important to have all the logistics planned out to make sure everything runs smoothly. Below is a checklist of things you should address prior to the day of the photo shoot.

✔ Do you have signed patient release forms?

- Each of your patient models will need to sign a release form before you use any photos of them on your website or in promotion of your practice.
- If you do not already have a release form drafted, your photographer may be able to help you construct one.

✔ Have you prepped your models for the big day?

- You should make sure your patients are comfortable, excited, and prepared for their photo shoot.
- Finalize any coordination of clothing, and make sure they arrive with ample time to get ready if hair and makeup are being done on-site.
- Check out the list to the right for some tips to share with your patients as they prep for the shoot.

Share these tips with your patient models to make sure they are well-prepared for their photo shoot:

- Come to the shoot well-rested and hydrated!
- Make sure your outfit(s) is laid out the night before, ironed and free of lint.
- Bring extra lip moisturizer and/or lipstick, a hair comb, hairspray, and makeup to touch up your look throughout the day if needed.
- Make sure to eat something before the shoot.
- Facials and haircuts should be done the week before the shoot.
- Don't forget about the details. A fresh manicure can be the perfect finishing touch on a photo.
- Have FUN!

The next couple of pages show examples from practices who conducted real patient photo shoots that result in photos with all the right qualities to be successfully used on their websites.

You can visit the respective website URLs to see the photos on their sites.

The Wall Center for Plastic Surgery

www.wallcenter.com



Setting

All photos were taken in different locations within the same setting. The lighting is consistent and flattering.

Styling

The color palette of the clothing is consistent, and the style is casual and trendy. No one model really stands out. A professional makeup artist and hair stylist were hired for the photo shoot.

Composition

There are a variety of compositions showcasing the models in wide, horizontal shots and close-up, intimate shots. The group shots are natural and balanced.

Valley Plastic Surgery & Medi-Spa

www.thevalleyplasticsurgery.com



Setting

These photos were taken indoors. The backdrops are simple and consistent with elegant touches of texture and pattern.

Styling

There is no clear color palette in the clothing, but that's okay! There is a good mixture of solids and patterns, bright colors and neutrals.

Composition

The compositions leave ample "white space," which is great for adding additional content or text once implemented into a site layout. The grouping also varies, with shots of all the models, groups of three, etc.

American Surgical Arts

www.americansurgicalarts.com



Setting

This client was able to take advantage of some beautiful, green foliage outside of his office. These pictures influenced the color palette of the site, resulting in a warm and rich mixture of green, maroon, and beige.

Styling

Again, there is no consistent matching between the models, but there is a nice mixture of bright colors, neutrals, solids, and patterns.

Composition

The photographer took a variety of individual shots as well as group shots. The uniform background allowed for easy implementation into consistent banners and feature blocks.