

Doctor photo guidelines

Background

For patient engagement, we aim to include a photo of each ‘permanent’ doctor who partners with Ochre Health to accompany their bio on our website, our HotDoc booking platform and our HotDoc-powered Ochre Health smartphone app. These can obviously be the same photo - and better if it is. If any existing photos are not great (see guidelines on the back), we encourage practices to arrange a ‘photo shoot’ for current doctors as well as any new arrivals going forward.

Q&A

Who should take the photos?

PMs or anybody from the practice team, otherwise family or friends – just note that each of your doctors are obviously going to be available at different times and on different days, and it would also be good to get similar photos for each new doctor that joins the practice down the track.

Are phone cameras okay?

Yes, camera phones are fine – the more recent/higher spec the model, the better. Best of all would be a phone camera with a Portrait mode that blurs the background in the same way a professional would do using aperture/depth of field settings. Alternatively, if somebody has an interest in photography and an SLR or similar camera, that would be great.

What should doctors wear and do they need to prepare in advance?

Clothing should reflect the style of the practice - not too smart/formal and not too casual/sloppy. “Smart casual” is probably a good default – a collar for men and the equivalent for women. Alternatively, scrubs are fine or other clothing/accessories that suit the doctor, for example a few of our male doctors like to wear bow ties while others are more casual. Other than brushing/combing hair and possibly applying some light make-up, there is no need for much preparation. We are aiming for doctors to look natural and relaxed.

Stethoscopes around necks?

Yes, for some or even most doctors. Stethoscopes and/or photos taken in a practice setting are a good demonstration of the doctor’s credentials and the care they provide. However, they are not essential, nor will they suit all practices and all doctors.

Should doctors sit or stand?

Either. Sitting may be more comfortable, but if they do sit, they shouldn’t hunch. Standing may be best if the chosen location is outside.

How should I prepare the room/location?

If photos are not being taken with blurred backgrounds, ensure the chosen location is neat and tidy – no distracting features in the background if outside, and no messy piles of paper, noticeboard notices or food/drink containers if inside.

Ideally take a couple of test shots with one of the team to check lighting and background. It would also be advisable to set aside at least 10 mins for each doctor so they can get comfortable, review the results afterwards, select photos they like best and possibly take further rounds of photos if needed.

What format and size should photo files be?

Any standard electronic photo format would be fine, but please make sure they are at full/high resolution – that means ideally files of 1MB in size or larger. If photos are taken on a phone, email them at “original size” or download them directly onto a hard drive, rather than sharing them via SMS or other methods.

How do I send them in?

Please email to us at marketing@ochrehealth.com.au

Help!

Give either of us a buzz or drop an email if you would like more info or advice.

Anthony Chapman 0404 084 890
achapman@ochrehealth.com.au

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Key aims

- **“Nice” photos** – portraying each doctor in a way they are happy with and showing them as friendly and approachable to patients. Multiple photo options for each doctor would be good but not essential, and please only upload photos that the doctor has approved for use.

- Photos from the **waist or chest up** (no need for full length).



- **Portrait orientation** with space around the doctor to allow for cropping - at least a head width either side and a head height above.



- **Good lighting** – ideally natural light outdoors or in a well-lit room in the practice. Just avoid lighting that makes the doctor look washed-out or is too bright and produces shadows or causes them to squint.



- Some **consistency** of style and background for your practice so doctors look like a team and the shots look smart when viewed together, say on a web page.



- **High resolution** – image files at highest/best resolution possible, as per the Q&A.

