

Why Norman Regional relies on Storyblocks to *create more engaging video* that advances the mission of their organization

Norman Regional Health System (NRHS) is a multi-campus healthcare system of over 3400 people serving the community of Norman, Oklahoma. The employees at NRHS are dedicated to helping the community and refer to themselves as Healers, recognizing that each and every one of them are part of the patient's recovery at the hospital. This dedication is reflected in the videos they create. While NRHS had primarily made video for educational purposes, they wanted to expand the ways that they could use video to set themselves apart.

With Storyblocks, NRHS was easily able to diversify the types of videos they created, speed up their production process, and ensure they had a license that met all of their attorney's requirements. Now, they're seeing more engagement with their videos and have been able to more effectively connect with their local community.

The challenge

When NRHS's video team joined forces with their integrated marketing team, they saw new opportunities to leverage video to promote the hospital and advance their mission in even more creative ways. Their goal was to stand out and set the standard for hospitals in their area, or as Ray Leyva, Norman Regional's video specialist, put it, **"We wanted all the other hospitals to say, 'Hey, look at what they're doing.'"**

Being a university town, they wanted to take advantage of the opportunity to promote the hospital to the large crowds who would come for different sporting events. Their goal was to promote the mission of the hospital and send the message that, **"Norman Regional has your back. This is what we can do. This is how we can help you."**

In order to step up their video output and engage their community, they needed a solution that gave them access to everything they needed to create impactful video in one place. They also needed to ensure that the specific legal requirements that their attorneys had requested could be met.



How Storyblocks solved the challenge



One-stop shop for content

In creating more kinds of videos, NRHS needed to have a wide selection of content to choose from. They primarily focused on documentary-style videos, interviewing Healers and using lower third templates from Storyblocks to add a polished look.



We wanted to bring more of a documentary feel to our videos so people can be more engaged and get to know Norman Regional not just as a hospital, but as more of a place to call home away from home.



Diverse content to represent their community

Access to Storyblocks' large library of content also helped support new campaigns at NRHS, including Black History Month and Hispanic Heritage Month. They were able to easily find footage that represented those communities alongside interviewing Healers. As a result, they were able to engage a much larger portion of their community than ever before.



Music for every mood and instant recommendations

One of the biggest assets to their team was the wide selection of music in Storyblocks' library, helping them capture the right mood for their videos, along with the music recommendations feature. Instead of having to browse through the entire library to find music, they can choose from the specific music recommendations that Storyblocks surfaces for the specific footage they use.



Time-saving templates

With so many new kinds of videos to create, NRHS needed to find a way to speed up the production process. Storyblocks' wide selection of pre-made templates for After Effects was an invaluable addition to their post-production process, helping save their team tons of time. On top of being able to easily customize the templates with their brand's colors, templates are a lifesaver for short deadlines, making it simple for their team to do a quick turnaround on video requests. **"I can grab a template, tweak it the way I need to, and then boom, it's done."**



Straightforward, customized licensing

Storyblocks made licensing simple for NRHS when they upgraded to an Enterprise plan. The process of customizing their license for their specific needs was easy and fast.

"That's what I liked about Storyblocks, the license. When they sent me the papers, I was like 'Wow, this is it.' You're not trying to confuse me. You're not trying to make it harder than what it actually has to be."

Using Storyblocks has helped NRHS's video team work faster and easily diversify the types of videos they need to create to promote the hospital by sharing the stories of their patients and Healers. Now, they're able to easily create videos for social media, training, events, recruitment, and their website.



Check out some of NRHS's videos:

