

# Photography

## Provider headshots

Physicians and advanced practice clinicians should be photographed with an expression of warmth and compassion.

Shoot straight on so as not to suggest the doctor is above the patient. Consider positioning the doctor slightly off-center and use tight crops to add energy to traditional headshots.

Be conscious of body language. Poses should be natural.

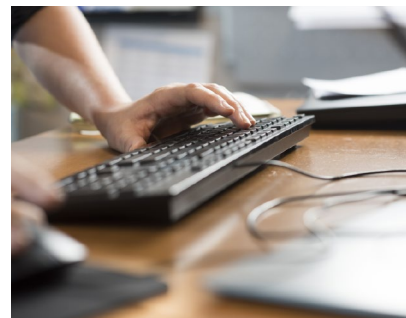
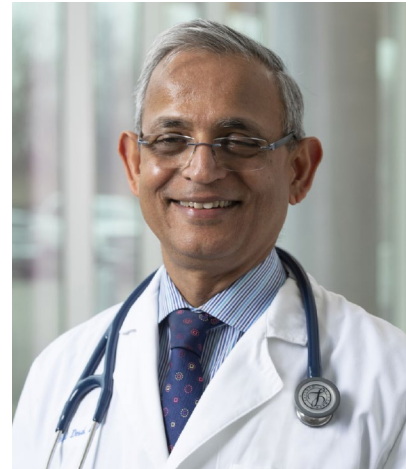
Photographing doctors in their work environment can create a more relaxed and honest tone. When including props, like stethoscopes, be careful to avoid contrived scenarios.

### Lab coat

All physicians must be photographed in professional attire in a branded or plain white lab coat. Leave the top button undone to bring out the color of the shirt or blouse. Women may choose to leave their coat open when wearing a dress. You may also choose to leave the coat open to flatter larger builds. Roll up the sleeves if the length is too long and spring clip the back if it is too loose.



**REMEMBER:** Whatever you're shooting, always strive for genuineness, realism and professionalism.



✓ **NOTE:** Executive headshots should be photographed in professional attire and with our brand backdrop shown above.

### Stethoscope

Position the stethoscope around the physician's neck with the small round end just above the logo. Stethoscope can either be black or blue.

**Note:** All physicians should be photographed with a stethoscope (unless it's not used in their daily practice, such as orthopedic surgeons).

More information on how to obtain a headshot can be found on BSMH Central.

### Objects and technology

Apply the same photography principles when the subject is not a person.

Maintain a short depth of field to focus on the important detail.

Simplify color fields and backgrounds whenever possible.

Make sure medical technology is thoroughly up-to-date.