



**GREY SKY FILMS**  
VIDEO PRODUCTION AGENCY

# CASE STUDY



**Weill Cornell  
Medicine**

## Video Powers Successful Launch of Multi-Discipline Long Island City Medical Practice

Long-time client **Weill Cornell Medicine** has always believed in the power of video, partnering with Grey Sky Films to produce more than 100 deliverables over the years. When preparing to launch their newest practice in Long Island City, NY, they once again turned to us to develop video content at the heart of their marketing campaign.

A multi-million dollar capital investment, this **state-of-the-art facility**, located in the JACX building, would bring together primary care, pediatrics, internal medicine, specialists, and diagnostic radiology — all under one roof, with easy mass transit access. With construction still underway, the marketing team needed to build local awareness well before opening day.

**Industry:** Healthcare, Hospitals, Medical Centers

**Content Type:** Integrated Marketing Campaign

**Result:** Award-Winning, Awareness Growth, Patient Engagement

**Highlight:** Dozens of multilingual videos powered the successful launch of a new Long Island City practice, earning a Gold eHealthcare Leadership Award.

### THE CHALLENGE

To reach both residents and commuters, video needed to be a core driver of awareness. Social media posts announcing the practice's arrival became the first step, such as the **"In Your Neighborhood"** video with Dr. Stracher.

<https://www.youtube.com/watch?v=zjlaBaekoLw&list=PLYjNveuz711GqtpzhMlquRQQpGJT4R0h9&index=18>

But once the building was ready, the real challenge began: producing **dozens of videos quickly and strategically** — all while working around the busy schedules of practicing physicians.

### THE SOLUTION

Grey Sky Films planned meticulously, scheduling multiple shoots to capture everything needed for the campaign. Each video was crafted with **data-driven messaging, SEO optimization, and clear storytelling** to connect with prospective patients.

Deliverables included:

- **Overview videos** (produced in multiple languages)
- **Service line videos**
- **Physician interviews** with both primary care doctors and specialists
- **Virtual Tour of the Radiology Department**

The videos were distributed across Weill Cornell's website, social channels, email campaigns, and even shared with referring physicians.

### THE RESULTS

The launch campaign was a resounding success. The videos not only generated strong awareness for the new practice but also contributed to Weill Cornell receiving a **Gold Award from the eHealthcare Leadership Awards** for *Best Integrated Marketing Campaign*.

<https://ehealthcareawards.com/2022-winners/best-integrated-marketing-campaign/>

Once again, video proved to be a powerful catalyst for awareness, trust, and patient engagement — with Grey Sky Films at the helm



#### Watch More!

- [Overview 1](#)
- [Overview 2](#)
- [Radiology](#)
- [Pediatrics and Primary Care](#)
- [OBGYN](#)
- [Physician Profile 1](#)
- [Physician Profile 2](#)
- [Physician Profile 3](#)
- [Physician Profile 4](#)
- [Don't Delay](#)