

Introduction to DigiMed

DigiMed started in 1997 to provide unique surgical filming and editing services throughout the whole medical industry. DigiMed has undertaken a wide range of Medical Videography projects ranging from product training, intricate new surgical techniques and launches of cutting edge equipment, to full in-theatre live surgery across Europe and North America. These have been distributed via DVD, CD Rom, web portals and now iOS Apps, for Consultants and in-house training for specialist companies and patient information videos.

DigiMed has developed a unique clinical methodology for filming in the most complex of situations. The feedback from surgeons, consultants and company employees has always been of the highest order. This is supported by the repeat projects for which DigiMed are commissioned. DigiMed engages surgeons into live commentary, and work with the surgical team to provide professionalism on the shoot, and dynamic content for the edit.

Our team are all credentialed for filming in Operating Room (OR) environments. Each operative has qualifications in OR Training protocol, Blood-borne Pathogens and HIPPA. All DigiMed team members are credentialed by REPTRAX, Vendormate and Status Blue enabling International OR access.

Alongside surgical specialties, DigiMed's in house capabilities have evolved to support customer needs in other areas of media. This includes internal motivational videos, event materials and promotional content. We have enjoyed creating exciting marketing and information tools specifically for the medical sector and pushing creativity to drive viewer engagement. DigiMed retains the clinical focus and experience that this unique market sector demands whilst working to tight timescales and budgets.

Specialist In-Surgery Filming Day Rates

Inclusive of specialist filming and sound recording equipment.
Crew as required.

Producer	£550/day
Technical Director	£550/day
Cameraman	£350/day
Sound Engineer	£350/day
Assistant Cameraman	£200/day
Junior Assistant	£150/day

3D recording capabilities are available and costed on a per job basis.

4K (ultra HD / 4x the quality of HD) recording is also available.

DigiMed provide Live link transmissions with audience participation for surgery via Fibre, satellite and IP. This is again costed on a bespoke project basis.

Post Production Day Rates

Capturing/ transcoding & archiving of shot media:	£400/day
Editing:	
Junior editor	£400/day
Senior editor	£500/day
Producer/editor	£700/day
Graphics:	
Bespoke graphic design and build	£750/day
Titling and annotations	£500/day
Artwork	£500/day
Animation:	
Pre arranged animation renders	£500/day
Bespoke 3D product and anatomical animation: POR (usually charged at	£750/day)
Still capture from video	£75/hour

Encoding for multiple formats including online £75/hour for technician and a £150/day rate for equipment use during encoding process

Project Example

Typical surgical shoot of a three-hour procedure requires a producer, technical director and a cameraman. Three hours of footage would be captured on at least three cameras. One of which could be laparoscopic. Edit process is calculated at four times the duration of the total footage recorded. This would include two rounds of revisions where appropriate.

Final assets supplied would include:

- Full surgical edit
- Surgeon interview cut with in-surgery footage
- Up to three short sub-edits chosen by the client.

Filming Day Rates (creative)

Examples are:

In-Service Product demonstrations,
Marketing promos,
B2B Communications and energisers,
Patient centric information videos.
Conference and symposium coverage and production.

Filming and sound recording equipment is selected based on specific project requirements. EG. Green Screen, Specific lighting, Auto-Cue, Studio hire...
Crew as required.

Producer	£450/day
Technical Director	£450/day
Cameraman	£300/day
Sound Engineer	£300/day
Assistant Cameraman	£175/day
Junior Assistant	£150/day

Equipment requirements costed on a per job basis.
4K (ultra HD / 4x the quality of HD) recording is also available.
DigiMed provide Live link transmissions for conferences and Q&A
via Fibre, satellite and IP. This is costed on a bespoke project basis.

Post Production of Creative Content

As stated above

Content Delivery Options

Removable Media (DVD, USB, CDRom)

Interactive authoring including menus and sign off revisions of elements: £500/day
Duplication and replication costs available on request

iOS / Android apps

Interactive programming migration from existing removable media project from £1,800.

App development from concept to supply of IPA file.	
Initial content structure design / consultancy	£700/day
Interactive and elements design	£500/day
iOS Programming	£650/day

Apps vary considerably in price but start from about £3,000 for a magazine type portfolio app i.e. Transferring an eight magazine/leaflet into an app.
A recent commission for a fully interactive app for Wales NHS trust was budgeted at £7,500.

Additional Services

Voice over recording.

DigiMed has in-house sound studio for Voice recording of draft and final narrations by surgeons or voice professionals. This enables extremely quick and flexible turnaround of first draft edits, amendments and finalisation of approved versions. **£85 Per** hour of studio time.

Music rights: depending on distribution and project type from **£150/year**

Translating and Subtitling services.

Transcription of video content for copy review

£5.50 per minute

Translation of video content, approval amends & text burn into picture

£11.50 per minute

(Cost based on main European languages. DigiMed has all translations proof-checked for grammar and spelling before submission to copy review, ie each text is seen by two linguists with medical experience)

Services for print and online content.

£365/day

3D anatomy stills and renderings with annotations as required.

Brochure design

Upright conference display design

Video brochure design

Production and delivery of all the above items, costs available on request.