



The Medical Illustration Department based within Bradford Teaching Hospitals NHS Foundation Trust provides a comprehensive range of photographic, graphic and multi-media services to clinicians, healthcare professionals and senior managers on and off site and to other NHS and private organisations.

Carol Fleming, Manager of Medical Illustration, told us about their work and achievements and how video technology enhances the services they provide.

“Our department is one of only two in the UK achieving QAS 2 - the Quality Assurance Scheme run by the Institute of Medical Illustrators and we were the first Medical Illustration unit in the UK to be ISO accredited in ISO9001:2008 which we have now held for more than 10 years.

We specialise in functional, cost-effective multi-media resources for professionals working in medicine, health, social and legal services. We are based in a large teaching hospital with state-of-the-art facilities, and our award-winning team of dedicated professionals can handle the most demanding brief. Our aim is to create functional and accessible solutions for customers at a price that suits client’s budgets and provides good value for money.

As part of our video service, we offer a clinical video recording package that complements our stills-photography service. Video is essential for documenting conditions that effect a patient’s movements and mobility, and improves the ability to assess this without having the patient present. This is ideal if a clinician requires a second opinion from a colleague in another centre. Video productions range from illustrating a clinical condition to demonstrating a clinical procedure in theatre or the day to day workings of a hospital department for promotional use, such as short clips for websites and longer films for DVD and download.

We can film either in our studio or on location depending on client’s requirements. Location filming within a hospital can be challenging and we need to do this efficiently and discretely with as little disruption to clinical services as possible.

We have been delighted with the advice and service provided by Planet PC. We are part of the NHS and with funding so very tight in the public sector – when the opportunity came for us to replace our old video kit with new HD cameras we knew that we had to maximise the benefit to the hospital and its patients. Staff at Planet PC were enormously helpful and provided invaluable expertise in helping us make the right choice. When spending substantial amounts of cash it helps to have unbiased expert help and Planet PC put together a package using Panasonic HD Camcorders.

We’ve also purchased Sennheiser microphones and more recently some LED video lights. I’d be very happy to recommend the company to colleagues in the industry.”

Carol Fleming BSc, FIMI, RMIP
Head of Medical Illustration
Bradford Teaching Hospitals NHS Foundation Trust