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# sstkHealth: Innovation

A Shutterstock Content Brief





# Overview

## Shaping Healthcare's Future

Healthcare is evolving rapidly, creating demand for images and videos that reflect the innovations shaping the future of medicine. From emerging technologies and medical research to new approaches to patient care and workforce development, customers are looking for visual content that illustrates progress across the healthcare ecosystem. Strong healthcare innovation content combines authenticity with a sense of advancement, capturing the people, environments, and ideas driving the next generation of healthcare.

To help customers discover your content, be sure to include the keyword **sstkHealth** in your metadata when submitting relevant images and videos.



# Scenarios

## Technology Transforming Care

**Remote health monitoring:** Individuals using wearable devices and connected health tools to track wellness metrics and share data with healthcare providers.

**Virtual healthcare consultations:** Patients connecting with healthcare professionals through telehealth platforms, receiving care, treatment recommendations, and follow up support remotely.

**AI powered healthcare solutions:** Healthcare professionals using artificial intelligence and advanced analytics to support diagnosis, personalize treatment plans, and improve patient outcomes.

**Training with emerging technologies:** Medical students, nursing trainees, and healthcare professionals using simulation tools, virtual reality, and other advanced technologies to build skills for the future of care.

**Assistive and rehabilitation technologies:** Individuals and healthcare professionals using advanced wheelchairs, robotic prosthetics, exoskeletons, and other innovative devices to support mobility, recovery, rehabilitation, and quality of life.



# Scenarios

## Advancing Research and Treatment

**Precision medicine and personalized care:** Healthcare professionals and researchers using patient data and targeted therapies to develop individualized treatment approaches.

**Medical research and discovery:** Scientists and research teams collaborating in laboratories and clinical settings to investigate new treatments, technologies, and healthcare solutions.

**Clinical trials and innovation:** Researchers, healthcare professionals, and participants contributing to clinical studies that evaluate emerging therapies and advance medical knowledge.

**AI driven medical research:** Scientists and research teams using artificial intelligence, advanced analytics, and large datasets to accelerate discovery, identify patterns, and support the development of new treatments and therapies.



# Scenarios

## Future Healthcare Talent

**Simulation based medical training:** Medical students, nursing trainees, and healthcare professionals developing clinical skills through realistic simulations and hands on learning environments.

**Technology enabled healthcare education:** Future healthcare professionals using virtual reality, digital tools, and interactive learning platforms to prepare for modern models of care.

**Mentorship and professional development:** Experienced clinicians guiding students and early career professionals as they build the knowledge and skills needed for evolving healthcare careers.

**Building a diverse healthcare workforce:** Educational institutions and training programs supporting the next generation of healthcare professionals, reflecting the diverse communities they will serve.



# Aesthetic Dos and Don'ts

## Capturing True Emotion

Healthcare visuals are most effective when it feels authentic and grounded in real experiences. Avoid common visual clichés and overly staged scenarios in favor of realistic environments.

**Avoid overusing stethoscopes:** Use medical tools and equipment that accurately reflect a healthcare professional's specialty, role, and environment. Stethoscopes should appear when they are being used as part of patient care, not simply as a visual shortcut for healthcare.

**Avoid putting everyone in scrubs:** Style healthcare professionals, researchers, students, and patients in attire appropriate to their specific setting and responsibilities.

**Avoid perfectly posed interactions:** Prioritize authentic moments and natural expressions over staged handshakes, forced smiles, or unrealistic demonstrations of care.

# Models and styling



## Casting

Show patients, healthcare professionals, researchers, and trainees across a wide range of ages, races, body types, backgrounds, and abilities. Highlight the diverse people shaping and experiencing the future of healthcare.



## Styling

Style healthcare professionals, patients, researchers, and students in authentic attire that reflects their roles and real-world environments.



## Aesthetics

Create a documentary feel by capturing candid moments that show real interactions.

# Visual examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkHealth** content. We encourage you to use these examples as references while creating content that is true to your unique style and part of the world.



Shooting video?  
Keep these  
specs in mind.

## Video Specs

|                |                                                                                                                                                                   |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Frame Rate:    | 23.98p                                                                                                                                                            |
| Resolution:    | <b>Horizontal</b><br>(Cinema 4k) 4096x2160<br>(UHD) 3840x2160<br>(HD) 1920x1080<br><b>Vertical</b><br>HD - 1080x1920<br>4K - 2160x3840, 2160x4096,<br>2304 x 4096 |
| Shutter Speed: | 180 (1/48th)                                                                                                                                                      |
| Gamma:         | Rec 709<br>Wide Dynamic Range<br>(Cinema Style) Log-C                                                                                                             |
| Compression:   | Pro-Res 422 (HQ)<br>H.264 (max bit rate and depth)                                                                                                                |

# Customers want commercial-use content.

## Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



# Make sure customers find your content.

## Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

Include information about location, occasions, actions, people, clothing, and concepts in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkHealth** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

# Top sstkHealth keywords

If these people, places, or things appear in your content, add them to your keywords. If these themes, feelings, or ideas are represented in your content, add them to your keywords.

AI, advanced diagnostics, anatomy, artificial intelligence, assistive mobility, assistive technology, biotechnology, breakthrough, care coordination, caregiver, clinical, clinical research, clinical trial, collaboration, connected care, connected technology, consultation, diagnosis, digital health, digital patient experience, digital transformation, discovery, doctor, education, electronic records, emerging technology, exoskeleton, future doctor, future nurse, genetic testing, genetics, genomics, home care, hospital, innovation, innovation ecosystem, laboratory, learning, machine learning, medical device, medical school, medical student, medicine, mentor, mentorship, mobile health, monitoring, next generation care, nurse, nursing student, outcomes, patient, patient data, patient engagement, personalized care, personalized medicine, pharmaceutical, physical therapy, physician, precision medicine, prevention, professional development, prosthetic, real world medicine, rehabilitation, remote care, remote monitoring, research, research laboratory, researcher, robotics, scientist, scientific discovery, simulation, simulation lab, smart technology, startup, stem, student, surgery, surgical technology, technology adoption, technology enabled care, telehealth, telemedicine, therapist, training, treatment, treatment development, treatment innovation, university, virtual care, virtual consultation, virtual reality, VR, wearable, wellness



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**Thanks!**

**We can't wait to see  
what you create.**

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