



# How one doctor became a hero inside the hospital and online




Celebrated as one of Germany's most influential physicians, [DoktorWeigl](#)'s educational health content has earned him the title of 'med-fluencer' since 2016. When he isn't working in a public hospital, he's revolutionizing health education through video on YouTube. For DoktorWeigl, leveraging YouTube to convey evidence-based health information is as essential as his work in the hospital.

His mission is to share his health expertise as an emergency room doctor to improve health literacy and empower people to lead healthier lives. He hopes to encourage people to be proactive instead of being reactive when it comes to taking care of their health.

To achieve his goal, DoktorWeigl made changes to his YouTube strategy to ensure it was viewer-focused. He leaned into analytics, engaged with his community, experimented with new formats, and built a supporting team. This strategy enabled him to balance the production of engaging educational content at high volumes while also being a full-time doctor. He's also aware of his limitations in terms of content. "I only talk about what I've actually experienced in the real world – textbook knowledge isn't enough." And that's precisely what sets him apart.

Since then, DoktorWeigl has built a thriving YouTube channel – with a cadence of **4 weekly uploads** he's now **uploaded a total of 1.2K videos, earned 160M views, and grown his channel to 1M subscribers**. Get inspired by his journey below.

 **1.2K+**  
Videos uploaded

 **1M+**  
Subscribers

 **160M+**  
Views

## Implement a viewer-centric content strategy

DoktorWeigl believes evidence-based health videos are the future of health education and are crucial to providing responsible medical care to patients.

If people are engaged and educated in their health, they will be more proactive in leading healthier lives. So, he and his team took steps to ensure their videos would captivate viewers while still maintaining the credibility of the medical content.

DoktorWeigl's everyday experience in the hospital informed the way his team strategized growing the channel.

Similar to the personalized approach to patient treatments, they used a personalized approach to content in order to connect and build trust with audiences.

First, they created videos around the building blocks for healthier living, focusing on topics that expanded basic knowledge about the human body, common diseases, and other typical health risk factors.

They also shared information on metabolism, nutrition, and sports medicine. For every piece of content, DoktorWeigl would ask himself the following questions:

- Am I reaching and engaging the viewer?
- Does the viewer understand my message and content in terms of language and topic?
- Are my health tips and recommendations encouraging people to help themselves in everyday life?
- Am I realistic and practical with my advice?
- Is my content applicable to everyday life?
- Does my content add value to the viewer?
- What do video analytics show us?

Meanwhile, the team kept a close eye on viewer engagement via the channel's analytics. Through trends research, community feedback, and strict quality assurance (QA), they made constant, informed improvements to the strategy – from content creation to uploading schedules, and to community engagement.

DoktorWeigl recognized the importance of interacting with audiences to discover what topics interest them. Feedback on videos helped his team adapt their strategy and further tailor content to viewer needs.

Through lively discussions in the comments, DoktorWeigl and his team are able to address urgent questions and ambiguities around various health topics. The team would also gather content requests via surveys and polls in the Community tab to explore new topics of interest. These interactions with the community inspired growing topic-based playlists and led to deeper connections with audiences.

## Experiment with new formats to reach a wider audience

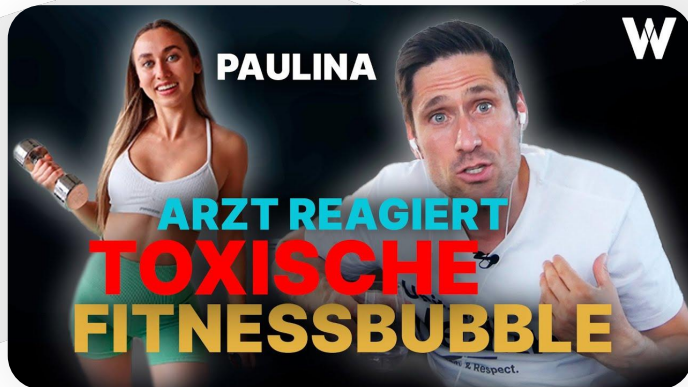
While other creators use YouTube purely as an entertainment platform, DoktorWeigl's channel needed to strike a delicate balance between being engaging and educational. The team was confident in their ability to deliver authoritative, evidence-based health, medical, and clinical information, but they wanted to experiment with different formats to see if they could reach more people.

DoktorWeigl started creating short-form content, in the hope that Shorts would pique viewer interest and encourage them to engage further. Many of his existing longer videos were on evergreen topics, like metabolism, common diseases, and organs. So, the team repackaged these into shorter, easily digestible clips. The experiment was a success, with viewers exploring additional content on the channel as a result of watching short videos.

*Shorts allow DoktorWeigl to condense complex information into easy-to-understand clips.*



In 2023, DoktorWeigl continued to expand his reach by experimenting with other content trends such as “reaction videos”. Using a picture-in-picture layout, he would respond to other health videos with commentary, providing medical depth and real-life hospital experiences. Viewers saw his authentic, unfiltered reactions making for a much more relatable and engaging viewing experience.



DoktorWeigl's [“reaction videos”](#) make his content relatable and engaging.

Despite all this experimentation, DoktorWeigl always ensured that the information he shared was evidence-based, easily understandable, and free from any influence of sponsorships or brand partnerships to maintain the content's trustworthiness and establish him as an unbiased authoritative health information source.

## Build a team over time

DoktorWeigl didn't grow his YouTube channel overnight. He started small, and with consistent activity started seeing channel growth. But being a busy doctor in a public hospital, he soon reached a stage where he couldn't do it all himself – he needed a trustworthy team to support him and ensure his channel was always up to date with current, high-quality health advice.

As his YouTube channel grew, so did his team. He made small additions and changes, and today he has six people who work remotely across Germany to help him with fact-checking, scriptwriting, editing, and thumbnail design.

This incremental growth method allowed him to hone his own style and keep up with video trends without straying from his vision to improve health literacy.

## YouTube can help you share your medical expertise with the world

DoktorWeigl firmly believes that video education via YouTube is not just an extension of his medical practice but a fundamental component of modern healthcare. Through his channel, he has reached and empowered a wide variety of audiences, from educating school children to advising nursing staff, and to helping medical students prepare for exams. Looking ahead, he hopes to continue educating the world, improving patient-doctor relationships for more people, and inspiring other healthcare professionals to do the same.

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*Digital video spaces are now a must or a 'sine-qua-non' in communication with those seeking high-quality information for their health. This applies just as much to patients as it does to doctors, therapists, and everyone else involved in healthcare.*

”  
- DoktorWeigl

