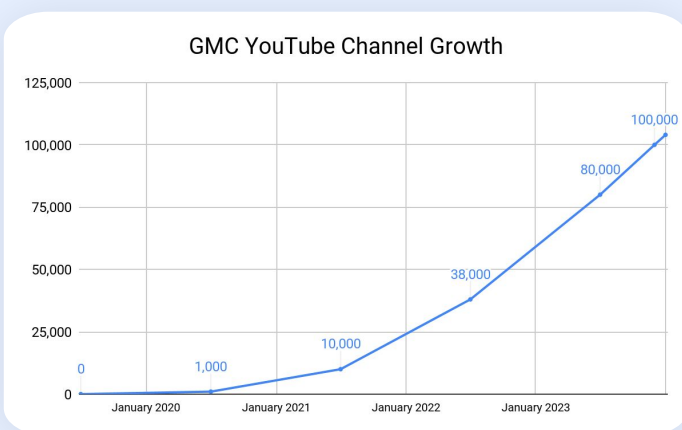


How a university hospital used YouTube to support patient education beyond a doctor's consultation

[Gachon University Gil Medical Center](#) (GMC) is one of the largest clinics in Incheon, South Korea. Four years ago, they recognized the power that YouTube has in connecting people with medical information and haven't stopped utilizing it since. The platform is now a fundamental part of their approach, helping to educate patients in the hospital and facilitate wider community outreach, extending their support beyond traditional 1:1 consultations.

GMC prioritized YouTube as part of its core education strategy. Their team shifted their workstream and dedicated more resources to producing high-quality videos. Then, they shared more health education content on the platform and streamed that content throughout their hospitals to amplify their presence and support patient healthcare experiences.



GMC has seen the channel's impact on the community first-hand. While they **doubled their YouTube subscribers and increased their views by 80% since 2022**, they also saw a **boom in outpatient visits influenced by their content**. As the team continues educating the patient community, they also share knowledge and resources with smaller clinics, which, in turn, could also impact the broader community. Get inspired by their journey below and help empower more people to make informed healthcare decisions.

Invest in high-quality video production to build audience trust

Creating high-quality videos is essential in building credibility among a broad audience, especially within the healthcare scene. That's why the GMC team invested resources into production equipment, such as cameras, lighting, and editing tools, and eventually built a dedicated studio for their crew in March 2023.

Building a dedicated studio not only increased efficiency of content production but also helped strengthen the hospital's YouTube channel as an important initiative within the hospital staff.



A behind-the-scenes look at GMC's production studio.

Next, they streamlined their multistep production process into an integrated workflow. Rather than overwhelm their staff with managing video creation on top of other hospital duties, they dedicated a team of employees and external staff to focus solely on production. Working in such a professional environment boosted morale and the quality of their YouTube channel, which in turn helped them build trust with audiences.

Create content that improves patient and doctor experiences

In addition to reorganizing their internal structure, GMC diversified their content by collaborating with freelancers, other medical experts, and, most importantly, their doctors.

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I met a patient for the first time in my clinic, and they came in smiling. I asked them why they were smiling, and they said that they had watched a lot of my YouTube videos and felt like they already knew me.

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- Professor Park, Department of Gastroenterology

Spotlighting medical staff not only humanized one of the largest university hospitals in Incheon, it also created a feedback loop between patient experiences and content creation. For instance, patients felt more connected to the doctors they saw on screen, and some were even motivated to seek help from the doctor they saw in the YouTube videos. Some professors who appear on Gil Hospital TV are in such high demand, they have a longer waitlist of up to 2 months (compared to those who aren't on the channel).

Seeing the impact of YouTube as an educational platform has strengthened GMC's motivation to invest in creating high-quality content.

As the channel grows, so do patients' positive feedback. Now, doctors experiencing this influence firsthand are collaborating with the PR team to create more content tailored to their patients' needs.

Educate audiences through YouTube

GMC has been a philanthropic trailblazer in educating the community since the 1960s. When medical information was inaccessible, the founder (Chairman Lee Gil-ya) traveled across the region to give free health lectures. They continue on this path by emphasizing YouTube as a key tool for sharing information that can't always be fully explained in a quick appointment.

Consultations in Korea are usually short – typically less than 20 minutes – so GMC creates content that helps prepare patients before and after visits. Videos are not only posted on YouTube and social media, but also displayed on 120 monitors throughout their 17 hospital buildings in Incheon for easier access and better discovery.



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Pulmonary diseases are difficult to understand in general, and it's especially hard for older patients to understand and manage their condition with just a short consultation. So I started recommending to my patients that they watch my YouTube videos to learn more about their condition. This has helped them to better understand their condition and treatment, which has led to more efficient treatment processes.

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- Professor Jung, Department of Respiratory Medicine

Supporting this content are monthly takeaway newsletters featuring a “YouTube Special,” printed for waiting-room reading materials and accessible by mobile devices. By providing information in advance, the hospital empowers patients to ask focused, informed questions, ultimately enhancing the quality of their care and leading to better support from their doctors.

Share resources to support other clinics

As a university hospital, GMC’s research and practices are influential to smaller clinics in Korea. So the hospital not only prioritizes sharing YouTube and waiting-room content with their patients, but also with smaller hospitals.

Resources covering topics like dementia, diabetes, and heart disease management are provided for medical facilities including elderly welfare clinics. The audio-visual cues in GMC’s YouTube videos help make complex health information more accessible to older patients, which is especially valuable considering many reside in rural areas, physically far from large city hospitals.

GMC also films offline health lectures and shares these videos with other institutions, encouraging network building and inspiring content-sharing among hospitals.

How their approach drives real-world impact

GMC believes video is a powerful tool for communicating health information that could not be fully conveyed in the clinic. Being an influential university hospital, they have the resources to scale high-quality production for their YouTube videos.

This enables them to not only amplify their presence online by reaching a broader audience, but also share educational content with smaller facilities that may not have the same capabilities.

Creating content that supports consultations has improved the hospitals’ efficiency, and most importantly, helped people get the focused help they need. And as a result, patients leave their facility feeling more fulfilled and at ease.

In leveraging YouTube as a powerful educational tool, Gil Medical Center has transformed patient care in Korea and paved the way for further advancements in healthcare accessibility. Like GMC, hospitals can use social media and other digital platforms to help educate patients, improve wellbeing, and empower them to make informed health decisions.

“

I've seen a lot of patients who come to me from other regions after watching my YouTube content. I feel like the number of these patients is increasing.

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- Professor Bae, Department of Psychiatry