

Timeline Video (www.timelinevideo.com) in Irvington, NY, recently created two partly animated videos for Lenox Hill Hospital on Manhattan's Upper East Side.

"It's interesting to note that this lack of participation in HMOs is creating a huge demand for information, and the two videos we've made for Lenox Hill have come out of this situation where there is a lack of staff and a lack of funding for an overnight stay," says Chris Ryan, Timeline's executive producer. He adds that, in those cases, hospital clients often rely on the company's ideas. "I think in the hospital realm, clients really don't know what to ask for, what can be done with these budgets."

One 20-minute video was about ACL knee surgery, which is now a one-day procedure, and serves as a guideline to the surgery and recovery. Two animations are used, one to show where the ACL, or anterior cruciate ligament, is and the other to show the tendon graft. Initially, the graft operation was shot live action but Ryan opted to use animation. "I thought it was a little too much gore, so the animation really did the job of lessening the gore factor," he says. Chaim Bianco, their artist who lives in Philadelphia, created the animations and sent them on disk to Timeline where they were imported into an Avid Media Composer 1000 with upgraded ICE board to manipulate and composite.

Ryan adds, "What was nice about Lenox Hill was that they allow you to pitch some ideas that aren't so generic. I've always thought of the corporate world as much more creative than the broadcast world because of the cookie cutter approach in broadcasting — if they have a formula they just repeat it. What we find ourselves doing in the corporate world is inventing the wheel from the ground up. It's a little tiring but it's also the fun part."

MEDICAL CORPORATE animation

BY ANN FISHER

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Timeline created this animation of an ACL knee surgery for Lenox Hill Hospital.

