

SUCCESS STORY | VIDEO STORYTELLING

Amplifying the Voices Behind Clinical Research Through Video Storytelling



REMINGTON-DAVIS

Professional Clinical Research

www.RemDavis.com

INDUSTRY

Clinical Research

COMPANY GOALS

Showcase expertise and human impact through video storytelling to build trust with patients and sponsors.

Introduction

For more than 30 years, Remington-Davis (RDI) has been a trusted partner in advancing medical research, contributing to nearly 600 clinical trials shaping the future of patient care. RDI's work established them as a leader in the clinical research community. But while their expertise was clear, their story wasn't being told in a way that captured the depth of their impact.

That's when RDI saw an opportunity to expand their marketing efforts into video. They wanted to communicate the rigor of their science, and also the humanity behind their work: the physicians who dedicate themselves to advancing therapies, the staff who keep clinical operations running smoothly and the patients who courageously return to participate in studies.

What started as a conversation about a single brand video quickly became something more: an opportunity to create a library of authentic, human-centered stories that would amplify RDI's reputation and highlight their role in advancing healthcare.

The Challenge

As a clinical trial site, Remington-Davis has compelling statistics to share. They have partnered with 15 of the top physicians in the Columbus, Ohio area, who deliver therapeutic expertise across 20 specialties. They also boast a database of 19,000+ patients with a 97% patient retention rate.

Yet numbers alone fail to capture the essence of why patients continue to come back or why sponsors trust RDI to deliver results.

That surfaced a question: How could they showcase the human impact of their work while strengthening their credibility with research sponsors?

Up until this point, video hadn't been a core part of RDI's strategy. Their website didn't leverage multimedia storytelling, and while they had a YouTube presence, their channel lacked current, relevant content.

In a competitive industry where transparency and trust are vital, they needed a fresh approach to make their message resonate.



The Partnership

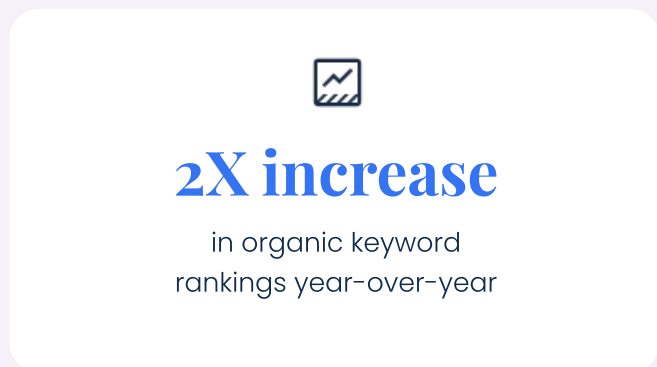
Kuno worked alongside RDI and a local video producer in Columbus to organize a one-day shoot that maximized every opportunity to connect with RDI staff, physicians and patients.

Once RDI pinpointed the list of interviewees and schedules were aligned, we worked on developing interview guides to uncover authentic insights and feedback. These questions were strategically selected to bring the conversation back to RDI's key differentiators as a clinical trial site, while giving physicians and staff the chance to lean in on their focus and expertise—and for patients, the chance to speak to their respective journeys and experiences as study participants.

All videos were filmed on-site at RDI. Alongside the interviews, the team was able to shoot compelling b-roll, giving sponsors and patients alike a genuine sense of what it feels like to step inside their 7,500-square-foot facility.

Kuno was on hand to guide the interview conversations with a balance of strategy and empathy, ensuring participants felt comfortable while keeping messaging aligned with business goals.

In total, nine videos were produced: one overarching brand video and a series of eight videos featuring physician insights, patient testimonials and operational spotlights.



Once the videos were approved, they were woven into the RDI website, shared across their YouTube channel, featured in sponsor-facing and patient-facing newsletters, and promoted on their social media.

The content also sparked new ideas. Blog posts inspired by video interviews touched on everything from the challenges of COPD trial recruitment to reframing clinical trial participation with service-oriented messaging. While these keyword-driven topics with video embeds were intended to boost SEO value, they also created a cohesive narrative that connected RDI's digital presence back to their mission.

All these initiatives were happening along with ongoing SEO and content marketing efforts. This included adding therapeutic content and pages to the website, interviews with physicians for RDI's blog, the development of case studies and a comprehensive glossary page strategy.

Key Wins

In the few months since they've been published, the YouTube videos have generated hundreds of views, hours of watch time and set the foundation for scaling visibility across the channel and driving more traffic to the website.

With Kuno's support and partnership, RDI has already seen meaningful improvements in SEO, with a comprehensive keyword-driven content strategy that has doubled organic search traffic year-over-year. The continued growth of their YouTube channel will only amplify this momentum.

Most importantly, the video series gives RDI another powerful way to build credibility with both sponsors and patients. In showcasing authentic stories from physicians, staff and participants, the videos provide prospective partners with an opportunity to experience the people and the site before they ever step inside, strengthening trust and confidence from the first interaction.



2X increase

in organic traffic
year-over-year

"We approached Kuno with the challenging task of producing a video aimed at recruiting sponsors, CROs, and patients. From the start, the Kuno team was highly collaborative and hit the ground running. They worked with our team to develop a script that captured all the key messages we wanted to convey.

The entire shoot was completed on location in just one day. The Kuno team coordinated closely with the videographer to ensure minimal disruption to our staff and patients throughout the process.

The final videos exceeded our expectations—I couldn't be more pleased with the result. Our partnership with Kuno is outstanding, and I would highly recommend them as a strategic marketing partner.



John Lehmann

Director of Business Development at Remington-Davis

The Vision

This collaboration has set the stage for a larger storytelling strategy that will continue to grow and evolve. There are plans to maximize the visibility and impact of the video library by weaving them into more blogs, resources and other digital touchpoints—but our vision goes beyond that.

At its core, this effort is about continuing to find new, creative and interactive ways to tell the meaningful stories behind RDI's work: stories that show real people, real dedication and the real outcomes that drive clinical research and medical science forward.

Looking To Achieve Similar Results?

Schedule a consultation with one of our marketing enablement experts today.

[Let's Plan Your Growth](#)