



# CASE STUDY

How One Leading Healthcare System Transformed  
Its Video Operations with IPV Curator





# Overview

One of the largest for-profit healthcare providers in the U.S. operates a sprawling network of hospitals, outpatient centers, and physician clinics. With thousands of employees and locations across the country, this organization communicates at scale—both internally and externally—using video. From training materials and promotional campaigns to leadership updates and milestone documentation, the media team is responsible for supporting an enormous volume of video content every year.

As their needs grew, so did the cracks in their workflow.





# The Challenge

The team faced a triple threat:

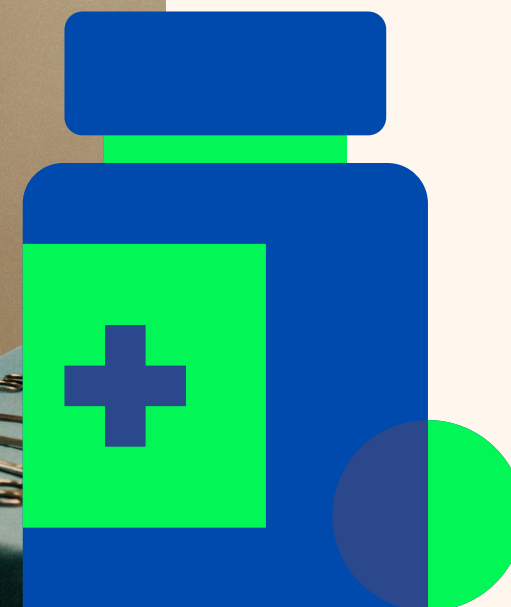
Time Loss. Footage Loss. Opportunity Loss.

Without a centralized media system in place, editors and producers were managing hundreds of projects through a combination of local hard drives, ad hoc cloud storage, and manual communication.

This patchwork approach worked—until it didn't. Files went missing. Editors had to re-create content they were sure existed. Storage was bloated and disorganized. No one could locate the right cut without asking around.

Even worse, the team realized they were turning down valuable new projects due to bandwidth limitations. With more departments requesting content than ever before—from patient education to internal communications—they needed to scale up output, but not necessarily headcount.

Their goal was clear: find a system that could unify their content, streamline their workflows, and save both time and money across the board.



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# The Search

After evaluating multiple options in the media asset management (MAM) space, the team prioritized three must-haves:

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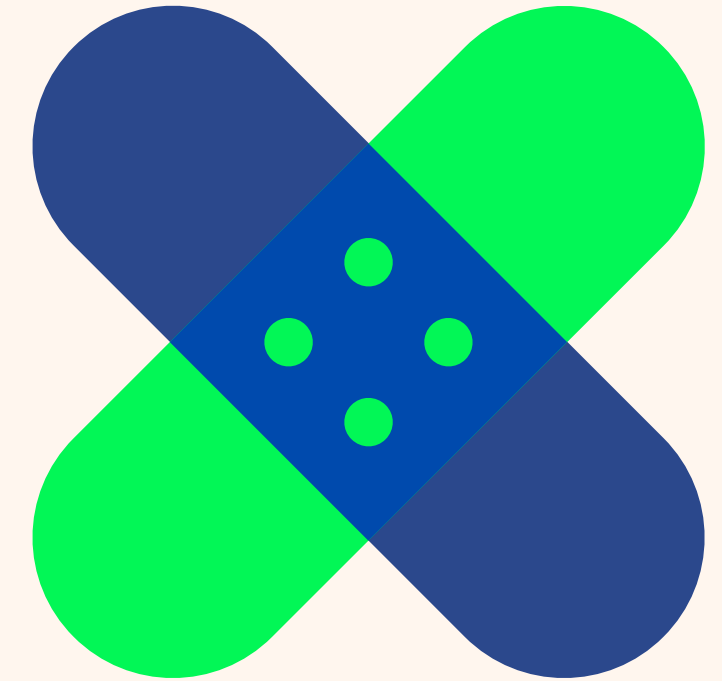
A centralized archive with advanced search capabilities

02

A scalable platform that didn't require a full overhaul of their infrastructure

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A system that could integrate directly into their existing creative tools



They also wanted something that didn't just check the box on storage, but actively empowered their editors to move faster and collaborate more effectively.

Enter IPV Curator.

# 04 The Solution

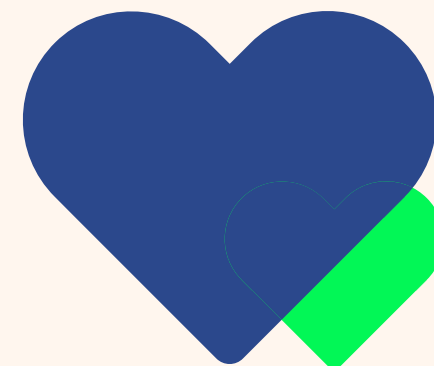
IPV Curator was deployed in a hybrid configuration, giving the organization the best of both worlds—cloud-based proxies for remote access and search, and high-resolution files stored on-prem for security and control.

Curator integrated seamlessly into the team’s Adobe Premiere Pro environment, meaning editors could access and search the archive directly from within the tools they were already using. The system also automated tasks like ingesting, transcoding, and tagging media, which dramatically cut down the amount of time spent on manual prep work.

With centralized access and version control, producers across departments could now locate, review, and reuse footage without having to ping the media team—or worse, ask for a re-shoot.



78% reduction in time spent locating footage



65% decrease in manual ingest & transcode



Zero re-shoots required

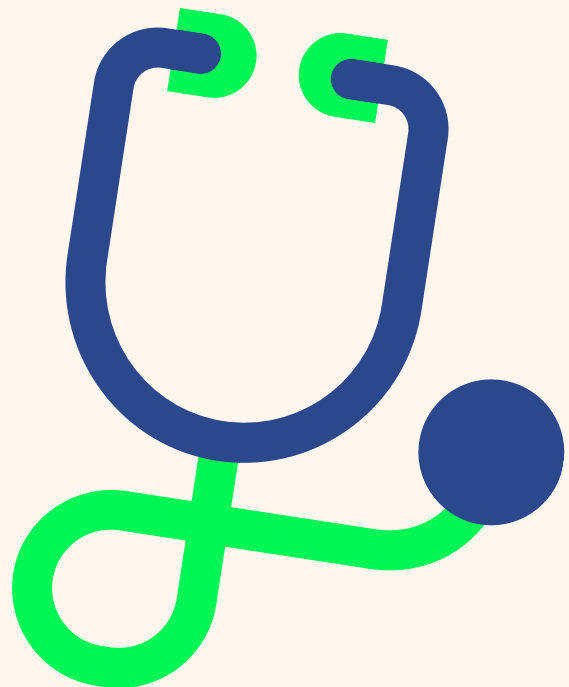


# The Outcome

In less than three months, the media team reported a measurable boost in project turnaround time and a noticeable drop in repetitive manual tasks. Lost footage was no longer a problem. Team members no longer had to guess which drive a file was on. And perhaps most importantly, they could say “yes” to more projects.

By streamlining their media operations, this healthcare system unlocked a more efficient, collaborative, and scalable way to support content needs across their vast network.

What once felt like media chaos now runs like a well-oiled machine—and the team is finally free to focus on what they do best: creating compelling, purpose-driven content that supports their mission.



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# The Sustained Results



**40% increase**

in project capacity without hiring additional staff—more content delivered across more departments.



**10,000+ hours**

of video now archived, organized, and searchable in one unified system.



**25% faster**

turnaround from intake to delivery for new video projects.

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# Ready for Your Team to Work Smarter, Not Harder?

If your media team is juggling growing demands, siloed content, and clunky workflows, you're not alone. The good news? There's a better way.

IPV Curator helps you take control of your content—so you can stop searching for footage, start delivering more projects, and empower your team to focus on storytelling, not file wrangling.

Whether you're managing media in healthcare, enterprise, or beyond, Curator gives your team the tools to scale efficiently, collaborate seamlessly, and never lose a valuable moment again.

Ready to streamline your video workflows? Book a meeting today.

Contact Sales

