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# How Vitas Healthcare streams the impact of hospice

📅 Oct 1, 2025



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ity of life for those who have a limited time to live by c  
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VITAS uses streaming video to advise their patients, train their employees, and to create that all-important human connection. Healthcare is about connection—the human touch—and this hospice provider has found that the right story delivered through video can bring you even closer.

## REMINDING RECRUITS ABOUT THE MISSION OF HOSPICE

For a company like VITAS, recruitment is more than just filling open positions. It's about educating, inspiring, and reminding medical professionals why they entered the field in the first place.

“Lots of people who go into healthcare, they go in for the excitement of it. I was a Creative Director at VITAS. “But as they go through school and understand the mission, they always say, ‘This is somewhere where I’d like to be at some point in my career.”

“

***We want to make sure our staff are being productive. With Brightcove, we're able to do that.***

Ron  
Seni

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lies, working with each other, and working through the environment.”

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Videos produced by VITAS showcase the contrast between working in hospice and other areas of the healthcare industry. For example, hospital RNs may see more than 20 patients a day for 10–15 minutes at a time. But a VITAS RN can spend over an hour of more meaningful time with each of the five patients they attend to daily. These types of videos paint a vivid picture of how VITAS employees fulfill more of that passion that got them into healthcare to begin with.

“If we are able to tell that story correctly, that affects not only professionals, it helps tell that story to everybody that comes across it—to really understand what hospice is.”

## EDUCATING REFERRALS ABOUT THE NEEDS OF HOSPICE

Healthcare community referrals are a key part of VITAS’s business. However, they often come with common misconceptions surrounding hospice care from physician groups, and other organizations. Through video, they can tell the true story that it’s never about giving up on a patient. It’s refocusing care that aligns with the patient’s goals and wishes. It’s a quality-of-life benefit.

An intriguing approach that VITAS uses is a human-centric perspective. When viewed by a healthcare professional, they see everyone as sympathetic individuals with the best interest of their loved ones. Each video starts with one simple question: “How would a human look at this?” This helps the videos be much more relatable and resonant, uncover exactly what it is the viewer would identify with.

## INSPIRING THE PUBLIC WITH THE POWER OF HOSPICE

Each year, the video team at VITAS is able to collectively pick a cause that is meaningful and important for them to work on. These “passion projects” help better serve the community while also allowing employees to give back in ways that truly make a difference.

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“Every Day Is Veterans Day,” which serves as a reflection on veteran care.

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Given VITAS’s passion for veterans and their position as an industry leader, this project brought a sense of responsibility. The public needed more education about known challenges like PTSD and Agent Orange exposure, as well as often overlooked issues like moral injury.

The resulting video captured the essence of their mission while serving as an educational tool and spreading awareness about the challenges faced by today’s oldest veteran population. They’ve leveraged it in a number of ways, including social media snippets driving viewers to their website to learn more about their care and commitment to veterans.

# EMPOWERING TEAMS WITH VIDEOS AT VITAS HOSPICE

To make their content available to various teams and employees, VITAS implemented an award-winning streaming technology. “Brightcove gives us a lot of control. In the past, we didn’t have control of our videos or what our teams and staff were able to do with them.”

Through [Brightcove Gallery](#) with [SSO \(single sign-on\)](#) enabled, VITAS employees can easily log in, find the videos they need, and even request them for presentation. Importantly, they can do this no matter where they are. Whether in patient rooms, nursing homes, senior living communities, or a VITAS inpatient hospice unit, they can view content and share it using their phones or tablets.

Hospice is a community where maintaining the human connection is at the heart of care provided. Empowering teams with video is helping VITAS make those connections that they’re needed. “We want to make sure our staff are being productive. We want them to be able to do that.”

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