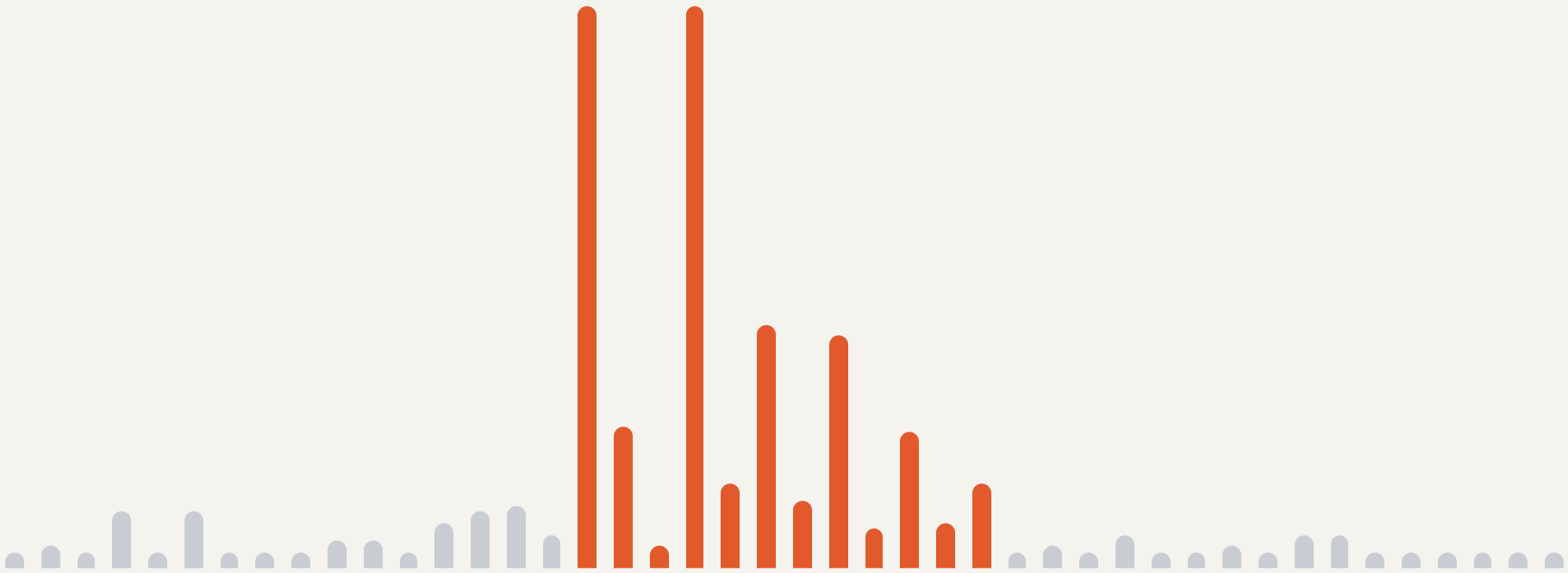
CASE · MS PATIENT EDUCATION

12 videos = 41% of an MS center's YouTube views



Orange: our 12 episodes, fall 2023. Grey: the channel's other long videos.

BEFORE

Dozens of videos. A few thousand views each.

The center already had a channel and great neurologists. Median long video before us: **2,734 views**.

CHANGE 1

Every title is a patient question

How does MS show up?	65K
Is it MS? How to know for sure	65K
DMTs: which one is better?	27K

CHANGE 2

Doctor on camera from second one. Diagram when it gets hard.

MRI with labels, the course of MS as a chart, numbered chapters. One episode answers one question.

RESULT

4.7×

median views per episode

12,862 vs 2,734 before us. And 14× more comments: people asked follow-up questions.

PATIENT STORIES

128K

views on one story, 687 comments

"My arm went numb, it turned out to be MS." Lived experience next to the doctor's explanation.

DECEMBER 2026

Filming MS specialists in LA and South Florida

90 minutes at your office. A finished episode and 4–6 Shorts, free. You approve every cut.

Message me or comment "MS".