Candler County Films Hospital Video as Tool for Economic Development
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In October 2013, the Candler County Archway Partnership Executive Committee approved of a project to shine a spotlight on the hospital and the community’s rich history of medical innovation. Playing on the theme, “Everything’s Better in Metter,” they chose video as the medium for that showcase. The idea was to use film as a tool for economic development in the larger community and as a culture and pride-building tool for hospital staff.

The idea to use video came from Damien Scott, Candler County Hospital’s COO. He shared the concept at the initial meeting of the Archway Healthcare Issue workgroup in September 2013. Working with Jaime Riggs, executive director of the Metter-Candler Chamber of Commerce, film planning took place in October, and cameras started rolling in November.

A five-minute video, shot locally, plus still images, was created with the help of the University of Georgia’s Theodore Lawrence, a Grady College of Journalism student. The results were manifold. Beyond just creating something the community could be proud of, the film is being used to spur marketing efforts. These marketing efforts will provide tangible evidence and extra momentum for the hospital’s impactful role in the community. The film is also being used to highlight and advance the area’s overall economic development, promoting the hospital’s capacity and the county’s forward-thinking possibilities.

The film features Dr. Leon Curry, who pioneered rural hemodialysis in Candler County in the 1960’s. Dr. Curry’s interview sheds light on the history of medical innovation in Candler County. The video also highlights more recent experiences in a segment featuring Dr. Chad Slaughter, Chief of Staff, Candler County Hospital. Dr. Slaughter speaks to the unique challenges and rewards of working in modern rural medicine.

“Archway helped me make my vision of a culture-building video a reality,” says Damien Scott. “This video will serve to increase employee desire to be a part of this team of caring health care professionals. It will encourage the community to understand how skilled and caring our professionals are. It will help recruit physicians, nurses, and other skilled people to the area. And, it could be used by our economic development team as a recruitment tool.”

Advancing Community Priorities:
This project focuses on the development of middle-income jobs, one of the Candler County’s key and continuing goals. The hospital provides many of those jobs and through this video the hospital will contribute even more to area growth and to promoting pride both with hospital staff and those in the community.