

Each of Symptom Media's clinically guided videos ranges from approximately 30 seconds to 15 minutes in length. They are comprised of an actor (sometimes two) simulating a patient interviewed by a mental health professional. A multi-disciplinary behavioral health team edits and approves every script before filming, is present onset to ensure clinical accuracy and the final film is approved prior to its release.

The vignettes are entirely scripted and filmed to mirror an actual interview. Symptom Media's scripts are written to reflect a patient interacting with a therapist, whereby the patient demonstrates a series or all symptoms associated with a particular diagnosis. Sometimes symptoms are interspersed, emerging naturally over the course of the diagnostic interview. Other times, symptoms are written to appear in the order they are listed in the DSM-IV.

Through the use of trained actors working with experienced clinicians and trained filmmakers, realistic performances are achieved as opposed to actual patient interviews. When placed in front of a camera, an actual patient suffering from a mental illness faces any number of internal situations that distort or conceal some if not all of the relevant information needed for educational purposes. Patients cannot present symptoms on cue and will usually describe rather than show the details of their condition. In addition, real patients conceal and filter information deemed to personal to share, which can be vital to the identification of a diagnosis. Lastly, the use of actual patients presents issues of confidentiality and privacy. (Please refer to Dr. Fidler's statement attached for more information about the difference between filming real patients and actors.) Actors bypass the issues pertaining to real patients, ensuring expertly scripted narratives based on real events and executed with a focus on clinical accuracy.