Advids Launches Video Production Solution for HealthTech and Life Sciences as AI Reshapes Both the Science and the Sale

Advids launches a dedicated video solution for HealthTech, MedDevice, and Life Sciences to meet the demands of modern healthcare marketing campaigns & branding.

Advids Healthcare Video Production

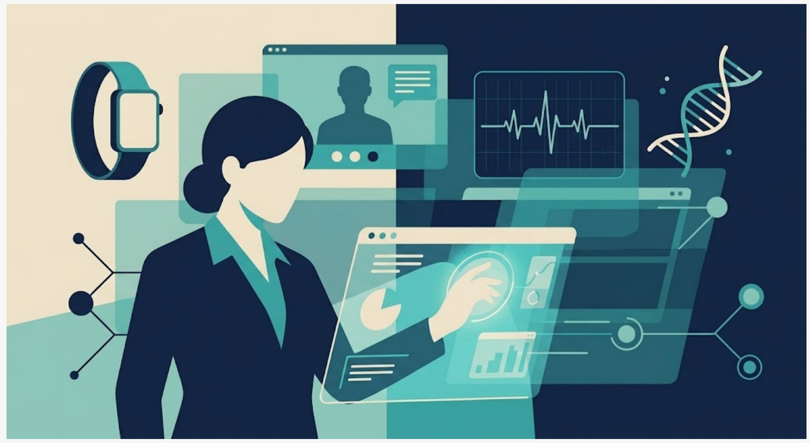
PALO ALTO, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- U.S. digital health startups raised $14.2 billion in 2025, up 35% year over year, according to Rock Health, and the global digital health ecosystem now spans more than 118,000 companies, per startup intelligence platform StartUs Insights. Advids, a B2B video production agency that has visualized more than 240 healthcare innovations, today announced a dedicated video solution for HealthTech, MedDevice, and Life Sciences companies.

> “Healthcare marketing changed faster than the tools. Teams that once stopped at the hospital committee now run awareness campaigns under strict ad policies for entirely new business models.”
>
> *Avilash Behera, Founder of Advids*

The solution formalizes work that already spans the width of the sector. Advids has produced videos for 230+ Healthcare companies covering digital care, precision oncology, research reagents and analytical instrumentation. Some of the key clients include DISPENDIX in laboratory automation, NextGen in health IT, and Surgentec in surgical devices — categories that share almost nothing in buyer, regulatory pathway, or sales motion. The company holds a 5.0 rating on Clutch and 4.7 on G2 across its broader video work.

Healthcare technology sales cycles average 12 to 18 months and involve buying committees of 8 to 12 stakeholders spanning clinical, IT, compliance, and finance. Each reviews the same material for something different: a clinician assesses whether the evidence holds, a CIO assesses integration and security posture, compliance assesses regulatory exposure, and finance assesses total cost of ownership. Advids calls the resulting problem the Explanation Gap — the distance between what a technology does and what a buyer can understand and verify quickly enough to approve it.

On the device side, the technology is outpacing the commercial infrastructure around it. The AI-based surgical robotics market is projected to grow from $7.96 billion in 2025 to $17.35 billion by 2030, and AI in medical devices more broadly from $12.38 billion to $42.43 billion over the same period, according to The Business Research Company. IQVIA identifies AI, real-world evidence, interoperability, FDA regulatory shifts, and surgical robotics as the defining MedTech trends of 2026.


Advids Life Science video production


Advids Medical Device video production

In life sciences, AI is rewriting the product itself. Deloitte's 2026 Life Sciences Outlook found 48% of companies reporting accelerated digital transformation and 41% naming generative AI as an influential trend, and analysts describe a structural move from wet-lab experimentation toward AI-driven computational discovery. The commercial models are moving just as fast. Amgen, Genentech, and Boehringer Ingelheim have each launched direct-to-patient programs offering self-pay access to certain medications. Global healthcare e-commerce is projected to reach $614 billion in 2026, per EY. Subscription and membership care is growing roughly 10% annually, with 48% of U.S. consumers saying they are interested in subscription-based healthcare and 21% willing to pay $100 or more per month for unlimited primary care, according to a 2026 Tebra survey. Out-of-pocket healthcare spending is projected to reach $800 billion this year.

Acquiring those consumers works differently than in any other category. Google restricts advertising for prescription-requiring device categories, and Meta prohibits ads that assert or imply a viewer's health condition — "monitor your blood pressure at home" is permissible where "are you suffering from hypertension?" is not. Healthcare-specific programmatic platforms including DeepIntent and PulsePoint have emerged to offer clinician-level targeting that general ad networks cannot support. The constraint pushes budget toward content that earns attention rather than content that names a condition. BCG identifies trust as the foundational requirement for companies building direct-to-patient models, and consumer data shows how narrow that path is: hospitals and health systems rank as the most trusted providers of subscription health services at 45%, ahead of every technology brand measured.

Together these shifts have changed what a healthcare marketing asset is required to do. A single evidence base now has to satisfy a clinical committee that will scrutinize it line by line, and hold a consumer in a feed that will not tolerate jargon, without overstating what the data supports in either direction. Advids says the two cannot be built the same way, and that treating consumer content as a simplified edit of clinical content is where most healthcare campaigns break.

Three use cases anchor the solution. Health system procurement work positions a platform for enterprise hospital adoption and is built to survive months of committee review. Key Opinion Leader enablement produces educational motion graphics that engage clinicians on their own terms — mechanism of action, device placement, molecular pathway, and surgical workflow rendered accurately rather than simplified. Consumer awareness work is built separately for feed and streaming environments, where the viewer arrives with no technical vocabulary and no obligation to keep watching.

The production process — Ingest, Architect, Visualize, Deploy — pairs clinical data and commercial strategy review with narrative mapping focused on patient outcomes, followed by high-fidelity motion graphics under strict QA. Because trials read out, algorithms retrain, and regulatory labels change after a video ships, the solution also includes what Advids calls Adaptive Architecture: updating a project's visual layers as the underlying science changes, using layered video production techniques rather than rebuilding from scratch. In healthcare, a video that is visually current but scientifically outdated becomes a compliance liability rather than a marketing asset.

"The job description for a healthcare marketer changed faster than the tools available to do it. Five years ago the work ended at the hospital committee. Now the same team is running awareness campaigns under ad policies that won't let them name the condition they treat, for a business model their company adopted eighteen months ago," said Avilash Behera, Founder of Advids. "That isn't a bigger version of the old job. It's a different one."

Healthcare is the only sector where the explanation has to be rebuilt every time the science moves, and the science is now moving on a schedule no marketing calendar was designed around. Clinical marketing and consumer marketing arrived at this decade as separate disciplines with separate teams and separate budgets. They are collapsing into a single job, and the companies that restructure for it first will set how the next generation of medicine gets sold.

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