

Ewing, NJ Nonprofit Health Organization's Year Long Video Project Turns Into a Touching Portrait of Senior Care in 2026.

A series of unscripted, heartfelt testimonial videos has resulted in an unexpected, coherent and progressive story about meeting the needs of our Seniors.

EWING, NJ, UNITED STATES, September 1, 2026 /EINPresswire.com/ -- What began as an effort to move away from stock-photo, cookie cutter healthcare marketing has become, almost by accident, one of the most sustained storytelling projects in New Jersey senior care.

Over the past year, Greenwood House Senior Healthcare, a nonprofit senior-care organization in Ewing, NJ, has produced nearly 175 short-form videos and as well as streaming television commercials featuring real residents, family members, and staff speaking on camera, unscripted, about their experience with the organization. The videos are distributed across Facebook, Instagram, TikTok, and YouTube, and collected on a dedicated video gallery page at greenwoodhouse.org.

The project was commissioned by Greenwood House Executive Director Richard Goldstein and produced by BCreative Digital Media, a Princeton, NJ-based marketing agency, under the direction of Burke Wood, a 40-year veteran of video production who handled filming, editing, and distribution.

"I wanted people to see what's actually true here, not a brochure version of it," said Goldstein. "So we just started filming; residents, families, our staff, me. No script. Over a year later, it's turned into something bigger than any one video."

The volume and consistency of the effort has resulted in significant organic social media reach for a nonprofit with no prior in-house marketing infrastructure: the video content has reached



Dozens of testimonials from the Greenwood House community tell a heartwarming story of care.



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nearly 160,000 individual social media accounts, with more than half of that audience made up of people who did not already follow the organization.

"Individually, they're testimonials," said Wood. "But scroll through even a handful of them and you get something we never set out to build, a real, honest picture of what senior

care looks like from the inside, told by the people actually living it."

The project stands out in an industry that has historically relied on generic, clinical marketing, and its sustained scale, at over a year and 175 pieces of content as unique as the people it is focused on, is uncommon even among larger senior-care organizations with dedicated marketing departments.

About Greenwood House Senior Healthcare

Greenwood House Senior Healthcare is a nonprofit senior-care organization based in Ewing, NJ, providing skilled nursing and long-term care, assisted living through the Abrams Residence, rehabilitation and therapy services, home care and hospice through Greenwood House at Home, and Meals on Wheels. Greenwood House has served the Mercer County community since 1939. Learn more at greenwoodhouse.org.

About BCreative Digital Media

BCreative Digital Media is a full-service digital marketing agency based in Princeton, NJ, operating under Burkewood Communications Corp. Led by Managing Partner Craig Portis and Burke Wood, BCreative provides video production, social media management, SEO, and web development for clients across New Jersey and Pennsylvania. Learn more at bcreative.media.

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