

NEWS

Eyebrows as a statement

Why niche topics such as eyebrow transplantation in particular show what professional educational films can achieve in the waiting room and how ScreenWay makes this format a strength for many practices.

29 May 2026, Tobias Engl



Eyebrow transplantation is a good example of a topic that is hardly known to the public but leaves many questions unanswered for those affected. This is often due to years of over-plucking, scars after an accident, the consequences of chemotherapy or a genetically weak eyebrow system. The procedure itself, minimally invasive, outpatient, under local anesthesia, is medically well established, but the details need to be explained. Why is the hair removed from the back of the head? What does shock loss mean, in which transplanted hairs initially fall out again before they finally grow? Why does it take up to twelve months to achieve the final result?

This is exactly where ScreenWay's medical information films come in. While a brochure has to be read and a consultation takes time, a well-produced film does this in the background, in a tone that makes even sensitive procedures understandable. The waiting time becomes preparation time. Anyone entering the consultation room already

has a mental model, asks specific questions and evaluates the doctor's recommendation with an informed eye. Practices that take this approach report that their consultations are not longer, but better.

The decisive factor is quality. What is shown in the waiting room of a dermatological-aesthetic practice shapes the image of the practice itself, even before the first word has been exchanged with the doctor. ScreenWay therefore produces specialist films precisely for use in patient-oriented areas: medically correct, dramaturgically clear, in line with the legal obligation to provide information and the technical reproduction quality. The visual language is comprehensible without becoming superficial; animations illustrate what can often only be sketched in the treatment room - for example, the growth angle of ten to fifteen degrees at which the follicles are implanted to make the brows look natural.

The content is GDPR-compliant and GEMA-free, meaning it can be used without any legal risks. The hardware, a 4K display with a powerful media player, comes as a complete solution; practices do not have to worry about licensing issues or IT setup. The program can be controlled with just a few clicks via a central CMS, even across several locations in a chain of practices, from eyebrow transplants and wrinkle injections to laser therapy for acne.

This example is particularly suitable because of its mixture of a high need for explanation and emotional involvement. Those who enter the discussion prepared will make more confident decisions. The effect for the practice is twofold. Better informed patients and a presentation that signals professionalism, transparency and a modern understanding of communication. Whether skin tumor screening, hair transplantation or allergy diagnostics. The range is wide and they all share the same insight; the waiting time is an underestimated window that ScreenWay has consistently thought of as a format. The film does not replace the medical consultation, it prepares it.

COMPLETE SOLUTION 4K display + media player, editorial specialist films and central CMS - GDPR-compliant, GEMA-free - multiple locations can be controlled centrally - entry from €96 net/month - More at [screenway.com](https://www.screenway.com).