

Weekly call minutes

Tuesday, October 13th, 2026, 8:30am Central. Tim Kaufeldt and Gwen Diede. Dawn and David were out this week.

WHAT WE DECIDED

- Wednesday's cancer care card gets a new title, "Cancer care is close to our hearts." The image stays. It runs once Dawn adds her words.
- Tracy Creger's testimonial can move up to fill the open slot while that post waits. Anything not ready stays held, so nothing posts early.
- Friday's clip of David's million dollar question runs as scheduled.
- Next week's posts come back to Dawn when she's home, then to the full group.
- Comment replies on Corrine's welcome: Tim drafts a reply voice for now, and Dawn makes her edits when she's back.

WHO DOES WHAT

- **Tim:** Corrine's welcome reply drafts, his COO bio, and feedback on the blog draft.
- **Gwen:** send Tim the hospital and broker one-pagers before they're printed.
- **Gwen:** set up time with Dawn later this week to build on her conference meetings.
- **Gwen and Tim:** agree a clear definition of a lead versus engagement.
- **DCA:** share referral numbers and success story figures when they're ready, so posts can carry real numbers.

IDEAS ON THE BOOKS

- "Every patient is first class": a first class cabin, focused on the concierge side of care. For Dawn's next creative session.
- The video proposal, reviewed with Dawn and David together at the next full call.
- Short Q and A videos with David and Dawn, next week.
- An always current DCA info page for the business card QR code and one-pagers, next week with Dawn.
- X listening and reply plan, its own conversation.

WHAT'S NEXT

- Next weekly call: Tuesday, October 20th, 8:30am Central.