

WEEKLY STRATEGY CALL MINUTES

what we agreed

TUESDAY, OCTOBER 6TH, 2026 · 8:30 TO 9:30 A.M. CENTRAL · ZOOM

PRESENT: DAWN THOMPSON, TIM KAUFELDT, GWEN DIEDE · DAVID BALAT ABSENT

Fifteen decisions and the actions that came with them. Everything in this document comes from the recording. Nothing has been added, and anything the call didn't settle is named near the end rather than resolved here.

DECISIONS

- 01 **The new line is "One price, one promise, personalized care."** Dawn and Gwen built it on Tim's pre-priced care at their October 5th session. Tim: "No, it's awesome. No, it's exactly what DCA is." and "It's perfect for a tagline." It goes into the hashtags and into the posts.
- 02 **The category name stays internal.** Tim: "The category thing is really an internal point of view." And: "For our outward messaging, y'all's tagline is perfect."
- 03 **Humor, with a purpose.** Comedy points at the healthcare system, next to professional medical imagery, and Dawn's stick figure trend is in. Tim: "It needs to have a purpose. It needs to highlight something."
- 04 **Tim is the next team announcement, as COO.** Dawn: "Tim, I think we need to announce you as well as COO." And: "It shows that we're building a C-suite." Tim and Gwen write the bio at 3:00 today.
- 05 **More people on the page.** Dawn: "We can feature our referral partners, too." Anyone posting about DCA on their own page can tag DCA or text Gwen, and she'll repost it.
- 06 **The remission clip runs today.** Tim: "More the better." Dawn: "Yeah, I'm good with it."
- 07 **Kim's full story, only with her written OK.** Dawn will ask Kim about the clip of her ringing the bell, and she wants the release "ironclad." Tim and Gwen review the release at 3:00, and it goes to Dawn by end of day.
- 08 **LinkedIn goes to at least five days a week.** Dawn's direction is to post as much as we can when the content is there. Dawn's own clips run Tuesdays and Thursdays.
- 09 **Tim answers Roger Beauchamp himself.** DCA isn't a DPC. It's cancer care, pregnancies, pre-authorized surgeries and MSK, and it's always the patient's choice. Tim: "I'm just gonna clarify what DCA is." Dawn: "I wouldn't get into a debate."
- 10 **The heat map comes off the weekly agenda.** Tim: "Leave it on the list at the bottom, and just say, you know, it's not a priority at this moment." And: "When somebody needs to see it, that's when it'll become a priority."
- 11 **Blog drafts go to Tim first.** Tim: "Before 3, send your 3 drafts to me." He'll make sure they're in line before they're presented.
- 12 **LinkedIn and X Premium is decided at 3:00.** Tim: "Before I say yes, I want to be able to say to David, this is why we have the expense now."
- 13 **Dawn's card is Option C, the split panel.** Dawn: "I like the half and half." The CEO title gets bigger, the DCA logo goes above her name, and the back gets a QR code to DCA's LinkedIn. Dawn: "I think LinkedIn." A square version comes with it.

- 14 **The patient scheduling sheet gets refreshed.** Tim: "Let's take out patient self scheduling, because that is something we're really struggling with right now." The scheduling email changes from Anastasia's, and Tim: "We can brighten this up, Gwen, with our colors a lot."
- 15 **A conference calendar goes on the hub.** Anyone headed to a conference or event adds it, so we know where everyone will be and can say so on LinkedIn.

RESULTS

Emma Fox naming DCA, the widest reach of the week	393 REACHED
David's client and customer clip, the most engaged	TOP ENGAGEMENT
Zero out of pocket, David's clip on X	444 VIEWS
A typical September post, up a third from August	86 VIEWS

POSTS

She's in remission Tim: "More the better." Dawn: "Yeah, I'm good with it." Runs today.	APPROVED
Monday, October 12th, Dawn's breast care quote Dawn: "I love it. Send it."	APPROVED
Tuesday, October 13th, cancer care priced before it starts Shown on the call. It opens the breast cancer run.	NEEDS DAWN'S YES
Wednesday, October 14th, why we start with cancer care Dawn types a few lines in the box on her page, and that becomes the caption.	NEEDS DAWN'S WORDS
Friday, October 16th, David's million dollar clip Tracy Creger's testimonial Approved by Tracy and by Dawn. On the schedule for Monday, October 19th.	SCHEDULED APPROVED

ACTIONS

GWEN DIEDER Send this recap and the full September report.	TODAY
Send Tim the three blog drafts.	BEFORE 3:00 TODAY
Send Dawn the patient release after the 3:00 review.	END OF DAY
Send Dawn the revised cards, Option C and square.	TONIGHT
Refresh the patient scheduling sheet in DCA's colors.	THIS WEEK
Add the conference calendar to the DCA hub.	THIS WEEK
Set up tracking for inquiries and leads, to hand to Tim.	3:00 TODAY
Turn Dawn's reply playbook into a quick guide for comments.	WHEN IT ARRIVES

TIM KAUFELDT

Reply to Roger Beauchamp on LinkedIn.	THIS WEEK
Run through the three blog drafts.	TODAY
Sign off, or not, on LinkedIn and X Premium.	3:00 TODAY
Your COO bio, with Gwen.	3:00 TODAY

DAWN THOMPSON

Send Gwen your reply playbook.	NO DATE SET
Ask Kim about using the clip of her ringing the bell.	NO DATE SET
Your words on why we start with cancer care, in the box on your page.	BEFORE OCTOBER 14TH
Websites and contacts from SIIA, for outreach.	AFTER SIIA

DATES SET

Tim and Gwen: Premium, the bio, the release, blogs and lead tracking.	TODAY, 3:00 P.M.
Dawn at SIIA.	SUNDAY, OCTOBER 11TH TO WEDNESDAY, OCTOBER 14TH
Dawn's breast care quote runs.	MONDAY, OCTOBER 12TH
Next weekly call, and the breast cancer run starts.	TUESDAY, OCTOBER 13TH

NOT SETTLED ON THE CALL

The new scheduling email for the patient scheduling sheet. Dawn: "Yeah, definitely not hers." No replacement was named.	OPEN
The October 13th post didn't get a yes on the call.	OPEN