

DIRECT CARE ALLIANCE

# Weekly strategy recap

Tuesday, October 13th

One price, one promise, personalized care.

# All four posts beat the 5.1% median



MON Corrine's welcome

13.8%

167 views, 95 reached  
7 reactions, 4 comments  
X: 62 views, 8.1%



TUE She is in remission

6.0%

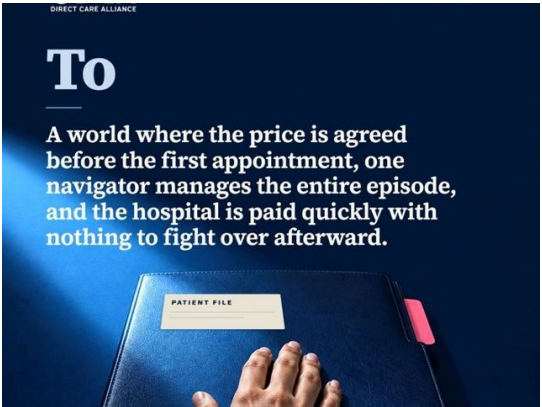
50 views, 36 reached  
2 reactions, 1 share  
X: 140 views, 1.4%



WED All of them

10.6%

85 views, 59 reached  
5 reactions, 1 share  
X: 138 views, 0.7%



FRI From and to

14.3%

28 views, 20 reached  
3 reactions, 1 share  
X: 64 views, 6.3%

Engaged means the share of people who saw a post and did something with it. Median for company pages: 5.1%.

# A person outran a card

167

views on Corrine's welcome

28

views on the from and to cards

On X, the two video clips were seen 140 and 138 times.

## Dawn's quote is off to a strong first day

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**17.4%**

ENGAGED ON LINKEDIN

**46**

VIEWS

**30**

PEOPLE REACHED

**5 and 2**

REACTIONS AND SHARES

Posted Monday, October 12th. Numbers as of Monday evening, so these will move.  
X: 7 views so far.

# What runs this week

## Mon

### Dawn's quote

Her breast care quote, in her own words. Live.

## Wed

### Tracy Creger

Her testimonial. President, Connect Benefit. 9am on LinkedIn and X.

## Fri

### David's clip

His million dollar question. 9am on LinkedIn and X.

## Next

### Cancer care

New headline from Tim: "Cancer care is close to our hearts." Runs once Dawn adds her words.

**Tuesday's breast cancer opener stays in draft until Dawn's back.**

# What we decided

Tracy's testimonial moved up to fill Wednesday while the cancer care card waits for Dawn.

David's clip runs Friday as scheduled.

Next week's posts go to Dawn when she's home, then to the full group.

Tim drafts a reply voice for the comments on Corrine's welcome. Dawn edits when she's back.

# Delivered, and what's next

## 200

### Business cards

Dawn's 200 cards arrived Thursday, October 8th, in time for SIIA.

## 2

### One-pagers

A hospital one-pager and a broker one-pager. Tim reviews them before they're printed.

## Next

### New creative

From the October 5th brainstorm. It goes to Dawn first when she's home.

# Each one has a home

"Every patient is first class": Dawn's next creative session

The video proposal: the next full call, with Dawn and David

Short Q and A videos with David and Dawn: next week

An always current DCA info page for the QR code and one-pagers: next week

X listening and reply plan: its own conversation

NEXT WEEKLY CALL

**Tuesday, October 20th, 8:30am Central**

Full minutes are on the Meetings page of the hub.