

WEEKLY STRATEGY CALL MINUTES

what we agreed

MONDAY, SEPTEMBER 21ST, 2026 · 8:30 TO 9:17 A.M. CENTRAL · ZOOM

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

Nine decisions, eleven actions. Everything in this document comes from the recording. Nothing has been added, and where the call did not settle something it is named at the end rather than resolved here.

DECISIONS

- 01 **The weekly call moves to Tuesday.** Same time, 8:30 a.m. Central, thirty minutes. Dawn asked for it because Mondays carry requests that come in late Friday. David, Tim and Gwen agreed on the call. The first Tuesday call is September 29th, and the invite is already changed.
- 02 **Approvals move a week forward.** Next week's posts are approved on the call and go live the following Monday. Changes made during the week are fine. Anything not changed runs as scheduled, and held posts stay in draft until they get a yes.
- 03 **The actual posts go out before the call.** Tim asked for the posts themselves rather than a summary, on screen during the call and in everyone's inbox ahead of it.
- 04 **One case becomes one procedure.** Dawn proposed it because case reads as litigation rather than care, and because the proposal is built around a surgical procedure. David, Tim and Gwen agreed. Already applied across September and October.
- 05 **The hospital fit post is reframed.** David raised the inconsistency and Dawn and Tim agreed: emergent care and the absence of a payer relationship describe the individual patient, not the hospital. The post now opens with why Direct Care Alliance fits rather than where it does not.
- 06 **October carries Breast Cancer Awareness Month.** David raised it. Pink on the logo and on borders through the month, and Dawn's grayscale idea with one or two elements in pink. Dawn records the October clips rather than David.

- 07

The coverage map shows dots, not names. Dawn asked that nothing imply a partnership where the relationship was a single case agreement. Dots on a map, no facility names, no partner language. Tim asked for crimson rather than blue.
- 08

The podcast comes back the last week of October. Tim’s call, so October stays on cancer content. Planning for a November start, and recorded before November 20th.
- 09

Approvals split between David and Dawn. The standing image set was approved by David some months ago. From here David signs off the captions and the clips, and Dawn signs off the images and anything with a patient in it, so the whole October image set routes through her.

ACTIONS

GWEN DIEDE, HAZELPIPER CREATIVE

Rebuild the patient file image as a manila chart with a jumble of claims running into it, drop the bridge from the background, and send Dawn several versions to pick from.	TODAY
Send Dawn the Q4 content pillars form as its own link, separate from the hub.	TODAY
Send Dawn the hub link, dcahub.hazelpipercreative.com, to bookmark.	TODAY
Send Dawn the standing set of approved images for her approval going forward.	TODAY
Send Tim the patient story authorization form for attorney review.	TODAY
Send David the caption sheet for the video clips.	TODAY
Build the blog page, and work the rebuilt website with Tim and Dawn once the Q4 pillars are in.	THIS WEEK
Build several coverage map versions once Dawn’s data arrives.	ON RECEIPT
Bring the podcast back for planning.	LAST WEEK OF OCTOBER

DAWN THOMPSON

Gather breast cancer patient stories and draft the copy for Gwen to fine tune.	OCTOBER CONTENT
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Ask Tracy at Connect for a testimonial on how DCA helped their patient.	THIS WEEK
Fill in the Q4 content pillars form.	THIS WEEK
Finish the provider and hospital data for the coverage map.	THIS WEEK
Review the hub and the next set of posts and send wording notes.	TODAY OR TOMORROW

TIM KAUFELDT

Run the patient story authorization form past a couple of attorneys, so it can be said that an attorney reviewed it.	NO DATE SET
Agree a time with Gwen on the blog page and the rebuilt website.	THIS WEEK

DAVID BALAT

Approve the captions on the six video clips still to run, or mark the ones to change.	SENT TODAY
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NOT SETTLED ON THE CALL

The wider brand language Dawn wants beyond the change from case to procedure. She said she would think about the wording, and the Q4 form asks for it directly.

Whether the rebuilt website runs on WordPress or stays where it is. Tim raised WordPress for auto publishing the blog. Gwen and Tim are taking it separately.

Whether oncology gets its own campaign, and maternity later. Dawn raised both as worth doing and said maternity is not ready yet.

ONE THING WORTH NAMING

Four posts are held in draft rather than scheduled: the hospital fit post and the one procedure post, on both LinkedIn and X. The words are rewritten and correct. The artwork on each still carries the old headline, so they stay held until the new versions are approved. That is the only thing standing between them and going out.