

WEEKLY STRATEGY CALL MINUTES

what we agreed

TUESDAY, SEPTEMBER 29TH, 2026 · 8:30 TO 9:39 A.M. CENTRAL · ZOOM

PRESENT: DAWN THOMPSON, TIM KAUFELDT, GWEN DIEDE · DAWN LEFT AT 9:11 · DAVID BALAT ABSENT

Fourteen 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 **Everything reaches Dawn and Tim sooner.** Dawn: "Going forward, just show them to us sooner. Rattle the cage or something before something goes out." Anything Dawn has asked to change waits for her yes on the new version: "If we want to change it, let's definitely change it."
- 02 **Each call approves the following week only.** Tim: "Let's just focus on getting this one done, and then let's focus on what's due next week." Later weeks are shown, not approved, so Dawn isn't overloaded with approvals.
- 03 **The headline becomes "One procedure, one transparent price."** Dawn on the old line: "That doesn't resonate with me either." Her direction: "One transparent, all-inclusive price for the entire episode of care." and "that's the word that everyone keeps using is transparency." Tim: "That just puts it right in your face."
- 04 **The image becomes a side by side.** A mountain of claims on the left, one page that says estimate on the right. Tim proposed it for the brokers, TPAs and stop loss carriers, and Dawn said "Go ahead, go ahead, do it."
- 05 **Every post points to who DCA is, in the simplest words.** Dawn: "Every single time we put one of these out there, it needs to be heading towards that bigger picture of what we do and who we are." Tim: "The simpler the statement, the better."
- 06 **Imagery gets far more medical.** Tim called rebuilding the standing image set "a top priority." Dawn isn't sold on stock photos and wants the picture to show what the post says. On the one she liked: "that looks like they're going to go into an OR suite, so that's the kind of thing we're looking for."
- 07 **New clips are filmed head on, interview style.** Dawn: "Really wanted to have that look of, like, we actually had a camera crew come in and talk to us." Testimony clips from the Texas House feed keep running, and the post says plainly that David is speaking to the legislature.
- 08 **Comment replies go to Dawn by text first.** The first two or three, each with its post, so the replies learn her voice. Dawn: "That works for me." and "Send me a text."

- 09 **Dawn or Tim first, David third.** Dawn: “I would like for you to come to myself or Tim, and David would be your third resource.”
- 10 **Anything that looks like a lead goes to Tim.** A broker, TPA or benefits group gets a personal LinkedIn message from Tim, who passes it to Dawn when it’s time for a meeting. Tim: “Just CC me on that stuff, please.”
- 11 **The remission story is clear to run.** No name and no health information are used. Authorization forms go out only when a patient tells their story on camera, and a provider is named only when they want to tell it.
- 12 **October goes pink, with no ribbon.** A bright pink border on the post, or the DCA logo in pink for the month, lightened so the navy doesn’t swallow it. Starts October 1st.
- 13 **LinkedIn Premium waits.** Tim: “I want to hold on LinkedIn Premium just until we’re ready to actually follow up on leads and sign clients.” He’ll take the cost and benefit on both Premiums to David.
- 14 **The call stays at thirty minutes, and Corrine isn’t added.** Tim: “Our intent is to get this done in 30.”

POSTS

Zero out of pocket, David’s testimony clip APPROVED

Dawn: “Fine. I just approved it.” Its original date has passed, so it needs a new one.

Every hospital can be a fit LIKED

Dawn: “I really like that picture.” and “I like it.” It runs once she says yes to the exact cards.

Wednesday, September 30th, one procedure CHANGED

Rebuilt with the new headline and the side by side, with Tim’s edits in. It goes to Dawn for her yes and runs only once she gives it.

The four Wednesday image options NOT USED

Dawn: “definitely not number 3,” and the others read as complicated. Replaced by the side by side.

October 12th onward: Dawn’s quote, Corrine, Emma Fox, Tracy NEXT CALL

Shown, then held for Tuesday, October 6th. Tim: “have them ready to present.”

ACTIONS

GWEN DIEDER

Rebuild the September 30th post and send it to Tim for his edits.	DONE
Text Dawn the first two or three comments, each with its post.	THIS WEEK
Reply to Dr. Roger Moczygemba with a short thank you and the full testimony.	AFTER DAWN’S OK
Rebuild the standing image set, far more medical.	TOP PRIORITY
Add the pink border or pink logo to October posts.	OCTOBER 1ST

Send Tim the LinkedIn and X Premium cost and benefit.	THIS WEEK
Send Tim the Q4 content form again.	THIS WEEK
Ask Grok and David which X accounts DCA should follow.	THIS WEEK
Copy Tim on any comment or message that looks like a lead.	ONGOING
Fix the text box on Dawn’s page so the cursor behaves the way she expects.	THIS WEEK
Sort out the Zoom screen share lag and join every call five minutes early.	BEFORE OCTOBER 6TH

TIM KAUFELDT

Edits on the September 30th post.	DONE
A first fill of the Q4 content form, so Dawn can correct it.	BEFORE OCTOBER 6TH
Dig up the category line from the Spencer call, around specialty surgery.	NO DATE SET
Reach out to Spencer about October 27th. The Dallas trip with Dawn is January or February.	THIS WEEK
Take the Premium cost and benefit to David.	NO DATE SET

DAWN THOMPSON

Her yes or her wording on the September 30th post.	SEPTEMBER 30TH
Her reply wording on the first comments, by text.	AS THEY COME
Talk with David about the head on interview clips.	NO DATE SET
Send Gwen the article with the pricing word she liked.	NO DATE SET
The provider list for the heat map.	OCTOBER 6TH

DATES SET

The provider heat map, and the October 12th and 13th posts.	TUESDAY, OCTOBER 6TH
The short question and answer videos with David.	TUESDAY, OCTOBER 13TH
Spencer’s podcast.	TUESDAY, MARCH 2ND, 2027

NOT SETTLED ON THE CALL

DCA’s category name. Tim is bringing a four or five word line from his call with Spencer.	
X Premium. Tim would keep the tier that includes Grok, and wants to talk it through with David.	

A library of DCA explainers and a shared inbox for questions and leads. Gwen raised both. Tim wants to wait until Dawn is comfortable, and no date was set.

ONE THING WORTH NAMING

Tomorrow's post is the first one built to Dawn's new line, one procedure and one transparent price. It's ready for Dawn, and it only runs with her yes. If it isn't right, it waits rather than runs.

Built from the Zoom cloud recording of the call, read in full. Every quotation is word for word from the recording.