KICKOFF CHECK-IN

Let's get MLCS started

Medical Life Care Solutions on LinkedIn



Thursday, November 19th

2:30 to 3:30 Central

Tommy Vaughn, Tim Kaufeldt and Gwen Diede

WHERE WE ARE

Almost ready to start

✓ DONE	**Letter signed by both of us**	Tuesday, November 17th
✓ DONE	**One final approver named**	Tommy, and it can move to Madi later
TODAY	**Admin access for Gwen on the MLCS LinkedIn page**	We can do it together on this call

2 of 3 already done

YOUR ANSWERS, PLAYED BACK

Who we're writing for

01

THE READER

Large plaintiff personal injury firms, nationwide.

02

WHAT KEEPS THEM UP

A low damages model on a case.

03

WHAT THEY NEED TO BELIEVE

The plan is complete, every number traces back to the record, and it's in by their designation deadline.

YOUR VOICE

How MLCS sounds

> “When I review a life care plan, I want to be able to point to the medical record and show why each recommendation is there.”

Tommy Vaughn, from your answers

SOUNDS LIKE MLCS

- Confident
- Trustworthy
- Expert
- Thoughtful
- Polished

NEVER MLCS

- ~~Salesy~~
- ~~Cutesy~~
- ~~Preachy~~
- ~~Stiff~~
- ~~Snarky~~
- ~~Clickbait~~
- ~~Corporate speak~~
- ~~Political~~

YOUR SOURCE LIST

Facts that need your OK

- [ ] **01** Your title and credentials as they should appear: CEO, MSN, RN, LNCC
- [ ] **02** Medical Life Care Solutions or Medical LifeCare Solutions in posts
- [ ] **03** A typical turnaround, in days, for a full plan
- [ ] **04** Number of cases or clients served
- [ ] **05** How many times you've testified, and in which courts if any
- [ ] **06** Professional memberships, by name
- [ ] **07** Testimonials, each with that person's written permission
- [ ] **08** Case types you handle, with no names

OFF LIMITS outcomes and dollar amounts, guarantees, pending cases, client firm names, and any patient information.

MADI STARTS DECEMBER 1ST

Posts Madi can use

01

HER PROOF FILE

Every post is something she can send to a firm she's calling, or point to at a conference.

02

WEEK FOUR

A short post introducing Madi and how firms can reach her. Needs her title, a photo and her OK.

03

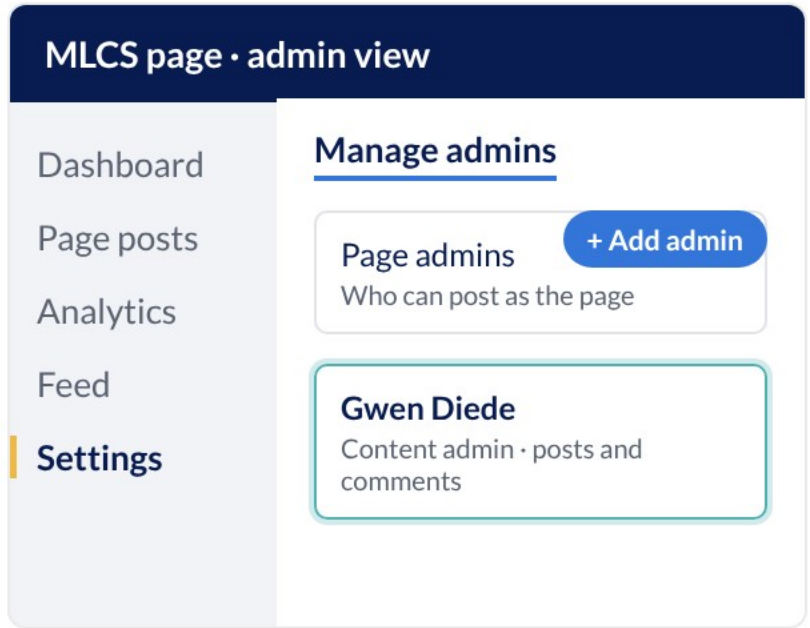
KNOWING WHAT WORKS

A simple tally when a firm mentions a post, plus tracked links on the bigger posts once they're set up.

LET'S DO THIS ONE TOGETHER

LinkedIn access and logos

1. I follow the MLCS page first, so my name comes up
2. Open the MLCS page in its admin view
3. Settings in the left menu, then Manage admins
4. Page admins tab, Add admin, search Gwen Diede
5. Choose Content admin: posts only, no page settings
6. Save, and I'll confirm it's working right away



LOGOS vector files if you have them, plus one spelling: LifeCare or Life Care?

THE CAMPAIGN

Built for Scrutiny

Every post shows the work: a plan that traces back to the record, so it holds up when someone checks it.

WEEKS 1 TO 4

How the work is done

Your process and the people behind it.

WEEKS 5 TO 8

Where plans hold or break

Where numbers come from and what gets tested.

WEEKS 9 TO 12

What to ask before you retain

A checklist attorneys keep and Madi can send.

YOUR FIRST MONTH

Eight posts, two a week

	TUESDAY · PROCESS	THURSDAY · ROTATING
Week 1	What happens in record review	Who builds an MLCS plan
Week 2	Plan review and rebuttal	A recent development, with your take
Week 3	Why every recommendation points to the record	A case type, and what the plan covered
Week 4	Working back from a designation deadline	**Meet Madi**

RHYTHM Each week's posts land on your review page the Monday before. Your yes by Thursday, final okay by noon Central Monday.

NEXT STEPS

Who does what

Gwen

Update the voice guide and source list from today
By Monday, November 23rd

Recap from today, by email
Tomorrow, Friday, November 20th

Tommy

Logos, and the source list answers
Whenever you have them

Madi's title, photo and OK for her post
Before week four

THANK YOU The recap from today lands in your inbox tomorrow.