KICKOFF CALL MINUTES

Medical LifeCare Solutions on LinkedIn

Thursday, November 19th, 2026, 2:30 to 3:30 Central, Google Meet
Tommy Vaughn, Tim Kaufeldt and Gwen Diede

DECISIONS

- **Name:** LifeCare, one word with a capital C.
- **Approver:** Tommy. Madi's role gets defined first, at least 90 days, so approval stays with Tommy for now.
- **Ideas:** Madi may join some calls with ideas.
- **Campaign:** Built for Scrutiny is approved, tagline included.
- **Posting days:** Tuesdays and Thursdays.
- **Key word:** defensible, as in defensible plans.
- **LinkedIn:** MLCS doesn't have a page yet, so Gwen will create one.
- **Start:** holiday and get to know us posts before Christmas, then the full kickoff in the new year.

TEAM SPOTLIGHTS

Questionnaires for Tommy, Tim, Madison Layton, Dr. Purohit and Dr. Majumadar. MLCS's project manager, the face of the company, gets one too. Tommy's photo and bio are on the MedX website. A new hire spotlight for Madison runs in December, after she starts December 1st.

YOUR SOURCE LIST ANSWERS

1	Title and credentials	Accurate as listed
2	Spelling of the name	LifeCare
3	Typical turnaround	Six weeks for a full plan, with an expedite option for a fee
4	Cases or clients served	Not for use yet, moved to off limits until the numbers grow
5	Testimony	Yes for Dr. Purohit, who has testified and been deposed many times. Not a focus for Dr. Majumadar
6	Memberships	Yes. Dr. Purohit's memberships, and MLCS's connection to the Houston Trial Lawyers Association through MedX, including this year's golf tournament sponsorship
7	Testimonials	None yet. MLCS will ask attorneys to write them
8	Case types	Off limits, so posts never frame MLCS as one side's planner

OPEN ITEMS

- TOMMY Send email addresses for the team spotlights.
- GWEN Find the logo file Tommy and Tim already shared, and ask for a link if anything is missing.
- GWEN Create the MLCS LinkedIn page, send the spotlight questionnaires, and build a sheet for memberships and partner logos.
- GWEN Update the voice guide, source list and off limits list.
- GWEN Put the 90 day goals and live analytics on the check-in page.
- GWEN Set up text alerts for Tommy when something is updated or needs approval.

ON THE BOOKS

- Invoices go out by the 20th of each month and are due by the 30th.
- For anything quick, Tommy prefers a call or text over email.