



# JUNE 2026 CONTENT REVIEW

*5 campaigns across direct primary care strategy,  
procurement reform, and renewal readiness.*

5  
Campaigns

3  
Strategic Themes

12 Min  
Estimated Review

Begin Review →



STRATEGIC OBJECTIVE

Position DCA as the trusted advisor on healthcare procurement, cost transparency, and renewal strategy.

CORE THEMES

01

Better Outcomes Start  
With Better Questions

02

Healthcare  
Procurement

03

Renewal  
Strategy

CONTENT INCLUDED

01

Better Outcomes

02

Healthcare Procurement

03

Renewal Strategy

04

Email Campaign

05

Outreach Sequence

CLIENT ACTION REQUIRED

01

Review Content

02

Leave Feedback

03

Approve for Publication

# Your Review Queue

Five items awaiting your review and approval.

## 01 Better Outcomes

Position DCA through patient-centered storytelling

Awaiting Review

### Connection Trust Trg



Review →

## 02 Healthcare Procurement

Educate on procurement transparency and cost control

Awaiting Review

### Hetos prorrcontuvent



Review →

## 03 Renewal Strategy

Build authority on renewal timing and negotiation

Awaiting Review

### Renewal Strategy



Review →

## 04 Email Campaign

Nurture sequence driving engagement and education

Awaiting Review

### Email panegre



Review →

## 05 Outreach Sequence

Direct outreach to decision-makers and stakeholders

Awaiting Review

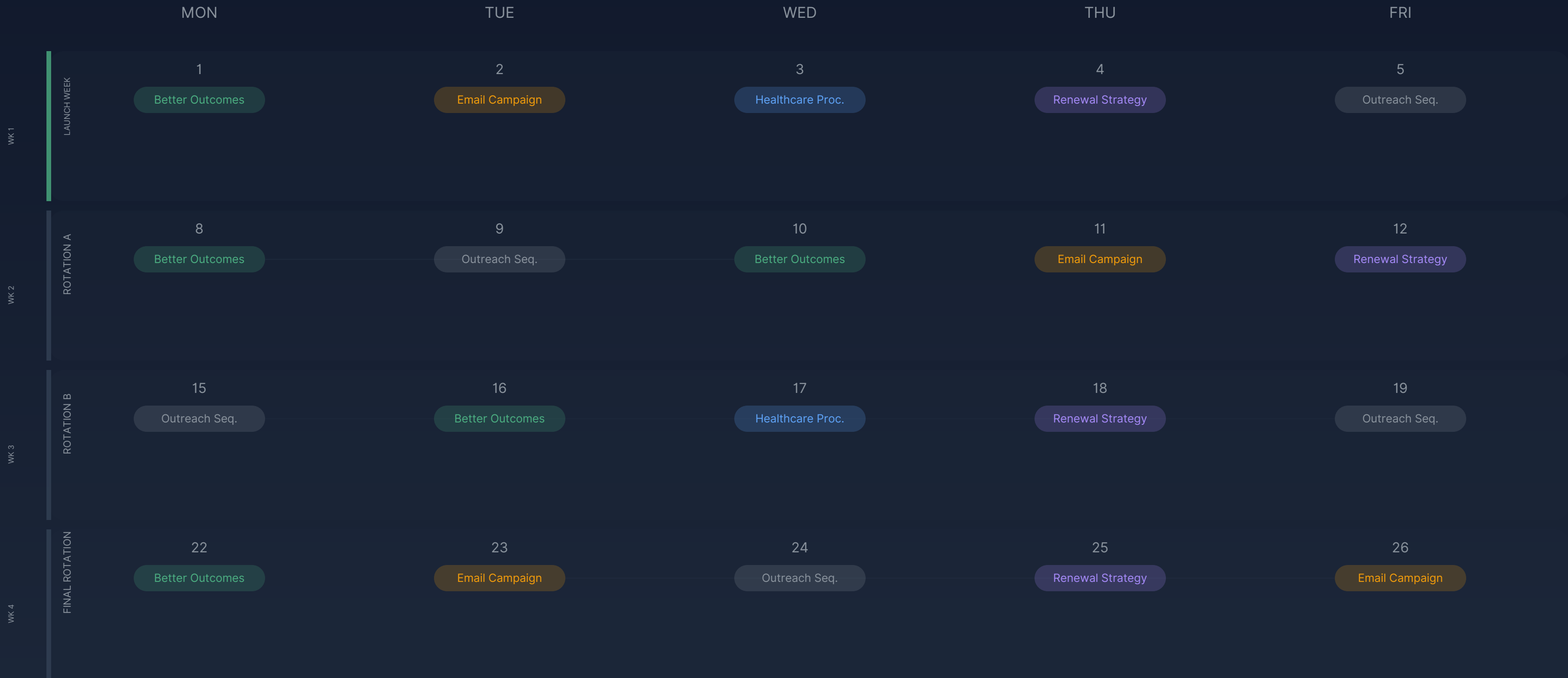
### Outrechacs



Review →

# JUNE PUBLICATION TIMELINE

All five campaigns launch Week 1. Three maintain continuous weekly cadence. Two rotate on alternating weeks.



## PUBLICATION CADENCE

**Better Outcomes** Every week   **Healthcare Procurement** Wk 1, 3   **Renewal Strategy** Every week   **Email Campaign** Wk 1, 2, 4   **Outreach Sequence** Every week

# APPROVAL QUEUE

*Content awaiting client review*

Campaign	Type	Status	Slide
Better Outcomes Start With Better Questions	Social Campaign	Awaiting Review	Slide 6
Healthcare Procurement	Social Campaign	Awaiting Review	Slide 7
Renewal Strategy	Social Campaign	Awaiting Review	Slide 8
Email Campaign - June	Email / Newsletter	Awaiting Review	Slide 9
Outreach Sequence	LinkedIn Messaging	Awaiting Review	Slide 10

# Better Outcomes Start With Better Questions

Awaiting Review

**Two layers. One massive gap.**

Most employer healthcare spend disappears between what you paid and what it should have cost.

SPINAL FUSION	
Hospital Charges	\$180,000
Insurer Negotiated Rate	\$90,000
You Pay	50% DISCOUNT \$90,000

**DCA DIRECT CARE ALLIANCE**

**WE WENT UP 14%.**

**WHAT ARE WE ACTUALLY DOING DIFFERENTLY THIS YEAR?**

The real question isn't the increase. It's the answer.

RENEWAL NOTES

- JUSTIFY 14%
- DEFEND THE PLAN
- ANSWER THE CFO
- KEEP THE CLIENT

**HOW A DCA ARRANGEMENT WORKS**

- 1 Identify the Cases**  
Find the claims categories driving trend.
- 2 Engage Hospital Partners**  
Connect employers directly with aligned providers.
- 3 Price Before the Problem**  
Establish rates before care is delivered.
- 4 Navigate the Patient**  
Coordinate the experience from diagnosis through recovery.
- 5 Close the Case**  
Lower costs. Lower risk. Better outcomes.

**DCA DIRECT CARE ALLIANCE**

**BETTER OUTCOMES START WITH BETTER QUESTIONS.**

Most employers don't have a pricing visibility problem.

**CLAIMS REPORT PAST 18 MONTHS**

TOP 3 CLAIMS	
1. CARDIAC EVENT	\$245,000
2. CARDIAC EVENT	\$187,000
3. SPINAL SURGERY	\$248,000

**TOTAL: \$680,000**

**WHY DID IT COST THIS MUCH?**

**NOT A NEW RENEWAL STRATEGY. A DIFFERENT COST STRUCTURE.**

- Lower total cost of care
- Reduced stop-loss risk
- Better outcomes for employees

**TRANSPARENCY**  
We bring clarity.

**ALIGNMENT**  
We unite the right partners.

**ACCOUNTABILITY**  
We demand better.

**RISK REDUCTION**  
We protect your bottom line.

**BETTER OUTCOMES**  
That's the point.

ASSET TYPE

LinkedIn Carousel

OBJECTIVE

Educate employers on the value of asking better healthcare questions

KEY MESSAGE

The right questions lead to better outcomes for employees and organizations

AUDIENCE

HR Leaders, Benefits Directors, C-Suite

PUBLISH DATES

June 1, June 3, June 5

STATUS

Awaiting Approval

CLIENT FEEDBACK

Leave comments directly on this slide.

# Healthcare Procurement

Awaiting Review

**HEALTHCARE IS PROCUREMENT NOW.**

STRATEGIC. DATA-DRIVEN. IMPACTFUL.

DCA DIRECT CARE ALLIANCE

actual unit cost? why 4x higher? direct contract?

FOCUS on value | DRIVE better outcomes | DELIVER for patients

**Healthcare became a line item. The rules changed.**

Most employers are still operating as if they didn't.

DCA DIRECT CARE ALLIANCE

FY2025 HEALTHCARE SPEND	
Medical Claims	\$ 18,742,991
Pharmacy	\$ 4,362,800
Group Life Premium	\$ 1,275,000
Administrative Fees	\$ 25,426,861
TOTAL	\$ 25,426,861

**BETTER OUTCOMES START WITH BETTER QUESTIONS.**

Most employers don't have a pricing visibility problem.

DCA DIRECT CARE ALLIANCE

TOP PROCEDURES DRIVING TREND	
Spinal Fusion	\$2,912,990 4.3x ↑
Joint Replacement	\$1,188,450 3.9x ↑
Cardiac Catheterization	\$1,345,800 3.2x ↑
Knee Arthroscopy	\$1,981,120 2.7x ↑
Major - Chemotherapy	\$1,732,400 2.4x ↑

ASSET TYPE

LinkedIn Carousel + Single Post

OBJECTIVE

Position healthcare as a procurement decision, not a benefits decision

KEY MESSAGE

Employers who treat healthcare like procurement get better outcomes and lower costs

AUDIENCE

CFOs, HR Directors, Benefits Consultants

PUBLISH DATES

June 8, June 10

STATUS

CLIENT FEEDBACK

Awaiting Approval  
Leave comments directly on this slide.

# Renewal Strategy

Awaiting Review



ASSET TYPE

LinkedIn Single Post

OBJECTIVE

Drive urgency around benefits renewal season and position DPC as the strategic alternative

KEY MESSAGE

Renewal season is the window to rethink your healthcare strategy

AUDIENCE

HR Leaders, Benefits Brokers, CFOs

PUBLISH DATES

June 12

STATUS

CLIENT FEEDBACK

**Awaiting Approval**  
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# June Monthly Newsletter

Awaiting Review

From: Direct Care Alliance <hello@directcarealliance.org>

Dear DCA Community,

Explore DCA Membership

SUBJECT LINE

The Direct Care Advantage: What Employers Are Learning in 2026

PREVIEW TEXT

Direct primary care is reshaping how forward-thinking employers approach healthcare.

CTA

Explore DCA Membership

OBJECTIVE

Nurture existing audience, drive membership inquiries, reinforce DPC value proposition

AUDIENCE

DCA Members, Newsletter Subscribers, HR Decision Makers

STATUS

Awaiting Approval

CLIENT FEEDBACK

Leave comments directly on this slide.

# LinkedIn Connection & Follow-up

Awaiting Review

01 DAY 1

## Connection Request

Hi [Name], I came across your work in benefits strategy. The Direct Care Alliance is building a network of leaders rethinking employer healthcare. Would love to connect.

02 DAY 3

Follow-up Message  
Thanks for connecting. We're seeing employers save 30-40% by treating healthcare as procurement rather than a fixed cost. Happy to share what's working.

03 DAY 7

Value Share  
Thought you'd find this relevant — our latest piece on why renewal season is the best window to explore direct primary care alternatives. [Link]

04 DAY 14

Soft CTA  
If you're evaluating options ahead of renewal, we have a 15-min overview that covers the DPC model and employer ROI. Worth a conversation?

### AUDIENCE

HR Directors, Benefits Consultants, CFOs at mid-market employers (500-5000 employees)

### OBJECTIVE

Build relationships with decision-makers and drive consultation bookings through value-first outreach

### SEQUENCE LENGTH

4 touchpoints over 14 days

### CTA

Schedule a 15-minute DPC overview call

### STATUS

Awaiting Approval

### CLIENT FEEDBACK

Leave comments directly on this slide.

# June 2026 Content Review

## CAMPAIGNS REVIEWED

- ✓ Better Outcomes Start With Better Questions
- ✓ Healthcare Procurement
- ✓ Renewal Strategy
- ✓ Email Campaigns
- ✓ Outreach Sequence

## APPROVAL PROGRESS

Total Campaigns	5
Total Assets	26
Approved	0
Awaiting Review	5
Revision Requested	0

## NEXT STEPS

1. Client review completed
2. Revision requests incorporated
3. Final approval received
4. Content scheduled for publication
5. Monthly reporting delivered

## CLIENT APPROVAL

### Review Process

1. Review campaign pages
2. Leave comments in Canva
3. Select approval status
4. Notify HazelPiper Creative

### Approval Status

Approved

Approved with Revisions

Revisions Requested

### Comments

Name

Date