

After the “Yes” Checklist

You got the “yes.” Now put the plan into action.

01 CONTRACTING

- [] **Creator agreement:** Legally reviewed and signed, including scope, compensation, usage rights, approvals and compliance expectations.
- [] **Compensation:** Set at fair-market-value (FMV) and not tied to referrals, bookings or patient volume.
- [] **Content guardrails:** Shared with the creator before filming, including service-promotional CTAs, clinical claims and creator-delivered medical advice to avoid.

02 CONTENT

- [] **Content engine:** Plan the source conversation or recording for multiplication before the camera turns on: long-form content, short-form cuts, platform edits, paid creative and evergreen use.
- [] **Purpose:** Give every planned asset a defined job: introduce, educate, personalize or move the audience toward action.
- [] **Authenticity:** Protect the creator’s voice by providing the facts and guardrails while leaving room for their personality and perspective.

03 APPROVALS

- [] **Review process:** Identify the appropriate marketing, clinical, legal and compliance stakeholders and review scripts before filming and final content before publishing.
- [] **FTC disclosures:** Confirm appropriate disclosures on all creator posts: #ad, #partner or #sponsored.
- [] **Privacy:** Confirm PHI, patient privacy and consent requirements are met.

04 DISTRIBUTION

- [] **Audience:** Match each piece of content to the specific audience it was built to reach rather than distributing everything everywhere.
- [] **Platform purpose:** Define the role of each channel: long-form for depth, short-form for discovery and professional channels for clinical audiences.
- [] **Paid amplification:** Map paid support to specific content and audiences rather than simply “boosting everything.”

05 MEASUREMENT

- [] **Success metrics:** Define what success looks like before launching and tie measurement back to the original campaign objective.
- [] **Monitoring:** Have a post-launch process in place for brand safety and compliance.
- [] **Leadership story:** Translate the results into what leadership needs to know: what worked, what you’d change, and why the results support the next investment.



WORKED EXAMPLE:

Protect Your Pumpkins

CONTRACTING

Creator fit: Partnered with a creator who had a personal breast cancer scare, with FMV compensation and an agreement scoped for social and paid distribution.

CONTENT

Content engine: Combined the creator’s personal story, clinical expertise and health system social content to give each piece a distinct role within one campaign.

APPROVALS

Clinical + compliance: Reviewed mammography information for clinical accuracy and confirmed appropriate creator disclosures.

DISTRIBUTION

Organic + paid: Paired organic creator content with targeted amplification to extend reach beyond the creator’s existing audience.

MEASUREMENT

What happened next: Tracked link clicks, shares, engagement and new followers, then used audience questions to inform approximately six months of additional mammography content.