

Questions-to-Ask Guide

Build your case before asking for the “yes.”

01 FOR YOU *(before you pitch)*

- **Goal:** What is the campaign intended to accomplish: build awareness, provide health education, strengthen trust or influence healthcare decision-making?
- **Audience:** Who is the target audience?
- **Approach:** How will you identify the right content creator and content needs? Consider audience fit, reach, engagement and the content they already share.
- **KPIs:** What metrics will demonstrate progress toward the goal: views and reach; comments, shares, saves and watch time; search behavior; website traffic?
- **Contingency planning:** What’s the backup plan if timelines shift, the creator becomes unavailable or content needs to change?
- **Key stakeholders:** Who needs to be involved, and how will you communicate the plan across PR/marketing, clinical leadership, compliance, legal and risk?

02 FOR LEADERSHIP

- **Strategic fit:** How does this support the overall external communications or marketing strategy?
- **Creator + content:** Who is the content creator, what will they say and how will we ensure brand, patient privacy, compliance, legal and risk guidelines are followed?
- **Value:** What does success look like based on the defined KPIs, and how will results be communicated: monthly metrics dashboard, quarterly analytics meeting or another reporting cadence?

03 FOR LEGAL / COMPLIANCE

- **Creator agreement:** Has legal reviewed scope, usage rights, compensation, approvals and compliance terms?
- **Compensation:** Is compensation fair-market-value (FMV) and not tied to referrals, bookings or patient volume?
- **Content guardrails:** Does the content plan avoid service-promotional CTAs, clinical claims or creator-delivered medical advice?
- **Review process:** Who reviews scripts and final content before publishing: PR/marketing, clinical subject matter expert, legal and compliance?
- **FTC disclosures:** Does the creator understand required disclosures like #ad, #partner or #sponsored?
- **Privacy:** Does the content plan protect PHI and follow patient privacy and consent requirements?
- **Contingency planning:** What is the process if content needs to be changed or removed after it’s live?

04 FOR THE CONTENT CREATOR

- **Audience:** Who makes up their audience: what life stage, interests and community?
- **Trust:** Why do people trust them: expertise, lived experience or an established relationship with their audience?
- **Content fit:** Does this topic already exist in their content, or would we be asking them to become someone else?
- **Risk:** Do they have a history of health claims, partnerships or conflicts we need to vet?
- **Review process:** Are they willing to work through compliance and legal review before anything is published?