CONTENT FORMATS

What doctor content to make, and when

Short, educational, built around questions patients actually ask. The hospital produces, the doctor reviews.

Swipe →

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Six formats, ranked by doctor time

SHORT VIDEO	One question, plain language, captions; low time when batched
FAQ ANSWER	Website, WhatsApp, AI search; doctor reviews drafts
WALKTHROUGH	What to expect, prep, recovery, no outcome promises
LIVE Q&A	Moderated; no individual diagnosis on air
LONG FORM	In-depth articles and podcasts, selectively

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A library of short, reviewed answers to real questions serves social, search, WhatsApp and AI visibility at once.

It also keeps doctors in educational territory.

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The production model

1. Collect questions from contact centre, reviews, search, doctors
2. Batch one recording session per doctor per month or quarter
3. Content team scripts, edits, captions, writes; doctor reviews
4. Publish on website, social, YouTube and the doctor page
5. Review and refresh on a schedule

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BY SERVICE LINE

Which formats help which service

PLANNED PROCEDURES	Walkthroughs, prep and recovery guides, cost FAQs
CHRONIC CONDITIONS	Short explainers, lifestyle advice, live Q&A
PREVENTIVE	Myth-busting videos, checklists, camp announcements
EMERGENCY	When-to-come guidance, directions, what to bring
INTERNATIONAL	Doctor introductions, process walkthroughs, travel FAQs

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GUARDRAILS

Stay educational, stay compliant

- No superlatives or outcome claims
- No individual medical advice in comments or live sessions
- No promotional patient stories or testimonials, even with consent
  Barred by NMC guidelines since 6 October 2026
- Nothing published unreviewed or undated

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ONE RECORDING

What one session can feed

SHORT ANSWERS	Four or five videos for social and the doctor page
LONG EXPLANATION	An article drafted by the team, reviewed by the doctor
THE QUESTIONS	FAQ entries with structured data on the service page
KEY PHRASES	Approved wording for WhatsApp replies and contact-centre scripts

One hour of a doctor's time can feed a month of accurate content.

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MEASURE

Judge formats on patients, not views

- Questions answered on WhatsApp and calls
- Enquiries from content pages
- Appointments with the doctors featured
- Fewer repeated questions at the contact centre

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READ THE FULL GUIDE

Content formats for hospital doctors, in full

- A four-week monthly production rhythm
- Writing for patients, not peers
- Regional-language explainers and glossaries
- gauravphogat.com/content-format-playbook-hospital-doctors

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