DOCTOR CONTENT

Turn patient questions into a content engine

Capture what patients already ask, answer once with review, publish everywhere, and run it weekly.

Swipe →

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THE PROBLEM

"

Most doctors have a content problem that is really a listening problem. The best topics were asked of them again and again that week.

Brainstormed topics reflect what the doctor finds interesting. Questions reflect what stops a booking.

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SOURCES

Where the real questions live

- Front desk: timings, what to bring, admission, cashless and TPA
- WhatsApp and DMs: patients' own words, often Hinglish
- Calls, consultations and comments on existing posts
- Search Console queries and reviews

Give each source an owner. A free-text question field on the enquiry form turns a call log into a topic bank.

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PRIVACY RULE

Capture questions, never patient data

- No names, numbers or forwarded messages
- No chat screenshots in the shared sheet
- No patient stories lifted from the log
- Keep only question, language, channel and date

DPDP consent must be clear and tied to a stated purpose. Check with compliance.

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QUESTION MAP

Sort by type, then decide format and sign-off

LOGISTICS	WhatsApp reply and website FAQ; practice manager
COST	Short text answer; billing or TPA desk
PROCEDURE	Doctor video plus page section; clinical reviewer
FEAR	Doctor on camera, calm and general
COMPARISON	Long-form video or article; add compliance

Anything edging towards individual advice is routing, not content.

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BUILD SEQUENCE

One reviewed answer, five assets

1. Pick three to five questions closest to a booking decision
2. Draft a master answer; the doctor corrects and signs off with a date
3. Record one sitting, one question per take
4. Publish the page version with doctor name and review date
5. Cut Reels and update the WhatsApp reply library

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WEEKLY ROUTINE

Run it as an engine, not a campaign

1. Monday: de-duplicate and update frequency counts
2. Tuesday: doctor picks the week's questions in five minutes
3. Wednesday: master answers drafted and sent for review
4. Thursday: one recording sitting
5. Friday: page updates, reply library, short-form cuts

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MEASURE

Views are the weakest signal

- Repeat question volume on the phone falls
- Desk replies faster, especially after hours
- Pages appear for the phrasing you used
- Callers say: I saw the doctor's video

When the desk forwards the doctor's own video in reply, the engine is working.

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READ THE FULL GUIDE

Patient FAQ content engine, in full

- The clinical review and sign-off log
- Writing answers AI assistants can quote
- Where the engine usually breaks and fixes
- gauravphogat.com/turning-patient-faqs-into-a-content-engine

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