CONTENT CALENDAR

A 12-week hospital content calendar, worked through

Start from patient questions, not health days. Cornerstones, doctor-led batches, practical content, then repurpose.

Swipe →

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THE PROBLEM

Health-day calendars leave no trace

- World Heart Day, festival greeting, doctor's birthday, repeat
- Every hospital posts near-identical creative the same day
- Nobody searches for that post three weeks later
- Questions get asked every day and keep working for months

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INPUTS

Three inputs and three themes

PRIORITIES	Specialties leadership wants to grow, and that have capacity
QUESTION BANK	Call notes, WhatsApp, search console, front desk, doctors
AVAILABILITY	Who will review, who will appear, how much time
THEMES	One specialty, one preventive service, one experience topic
REVIEW	A qualified clinician checks every piece; agree who and how fast

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DECISION STAGES

Patients decide differently by specialty

LONG DELAY	Joints, spine: when to stop waiting, options before surgery
COMPRESSED	Oncology, cardiac: understanding a diagnosis, second opinions
STAGED	Maternity, fertility: follow the stages month by month
RECURRING	Dermatology, dentistry, paediatrics: reminders and local reach
REFERRERS	GPs in smaller towns; LinkedIn and doctors' WhatsApp groups

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WEEKS 1 TO 3

Foundations and cornerstone pieces

1. A detailed procedure page written with the lead surgeon
2. A clear guide to health check packages and preparation
3. A plain explanation of cashless admission and TPA approvals
4. On the website first, linked from doctor and specialty pages

Social stays light: doctor introductions and pointers to each cornerstone once live.

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WEEKS 4 TO 6

Doctor-led formats, recorded in batches

- One recording session per theme, questions from the bank
- One hour yields many clips: video, caption, short article, WhatsApp clip
- Doctor reviews the edited versions before release
- Embed on cornerstone pages; give the contact centre a clip index

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ONE WEEK

What week five looks like

WEBSITE	One short article from a recorded answer, linked from profiles
VIDEO	Two edited Q&A clips, each reviewed by the doctor in it
CONTACT CENTRE	Clips added to the agents' index with WhatsApp templates
REVIEW QUEUE	Next week's drafts with a named clinical reviewer
SLACK	One open slot, filled with a resurfaced cornerstone if nothing comes

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WEEKS 7 TO 9

The practical content families cannot find

- How to book, what to bring, where to park
- How the cashless desk works, ward visiting rules
- How to get reports and reach billing after discharge
- A page per topic, short explainers, WhatsApp templates

Regional-language versions matter most here. AI assistants pick this up for hospital questions.

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WEEKS 10 TO 12

Slow production, repurpose and review

1. Best videos become articles and carousels; clips combine into explainers
2. Practical content becomes a front-desk leaflet with a code
3. Health days resurface cornerstones instead of new work
4. Review with doctors and agents: unanswered questions, clips actually sent

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READ THE FULL GUIDE

The 12-week hospital content calendar, in full

- A worked month for one specialty doctor
- The columns every calendar row needs
- Measuring behaviour, not reach
- gauravphogat.com/twelve-week-hospital-content-calendar

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