



THE PRACTICE CONTENT GUIDE

A practical first-pass guide for physicians and practice teams.

PHYSICIAN CONTENT STRATEGY + PRODUCTION

Helping Experts Build Trusted Public Platforms

The purpose of this guide

Use this guide to identify the patient questions, physician insights, and practice priorities most worth turning into content. By the end, you will have a working list of topics for video, website education, email, social media, and consultation support.

THE WORKFLOW

- 01 Choose one practice priority.
- 02 Record the questions patients need answered.
- 03 Capture the physician's judgment and point of view.
- 04 Identify the strongest topics to develop first.

IMPORTANT

- Short phrases or one-sentence answers are enough for the first pass.
- Do not include patient names, diagnoses, images, or protected health information.
- This is a communication-planning tool, not medical, legal, or regulatory advice.
- Use only claims, testimonials, and patient material the practice is permitted to publish.

SECTION 01

Choose the practice priority

01 What service, treatment area, patient segment, or communication objective should this guide focus on?

02 Why is this priority important to the practice now?

03 What would clearer communication improve—for example, consultation quality, patient preparation, appropriate inquiries, referrals, or staff workload?

04 Where do appropriate prospective patients currently come from?

05 What would a useful result over the next 90 days look like—for patients, staff, or the practice?

SECTION 02

Understand the prospective patient

Describe the people this content is intended to help. Keep the answers general and do not include identifiable patient information.

01 Who may be a good fit for this priority service or area of care?

02 What has usually happened before they begin searching for help?

03 What are they most concerned or uncertain about?

04 What alternatives are they comparing—for example, waiting, doing nothing, or seeing another provider?

05 What commonly causes delay, confusion, or unrealistic expectations?

06 Who may not be a fit, or when might another type of care be more appropriate?

SECTION 03

Map the patient decision

Identify the information that helps a prospective patient make an informed and appropriate next-step decision. Content should support—not replace—individualized medical advice.

01 What should a prospective patient understand before contacting the practice?

02 What should they feel prepared for before the first appointment or consultation?

03 What do people commonly misunderstand about cost, alternatives, risk, recovery, timing, or outcomes?

04 What question or circumstance usually indicates that a consultation may be an appropriate next step?

05 What questions do patient-facing staff answer repeatedly?

06 What expectation should be clarified early to support a useful conversation?

SECTION 04

Make physician judgment visible

Patients can usually see credentials and services. They often cannot see the reasoning, restraint, and experience behind the recommendation.

01 What does the physician evaluate before recommending care?

02 When does the physician advise against a treatment or suggest a different path?

03 What tradeoff, uncertainty, or limitation should patients understand?

04 What common shortcut or oversimplification does the physician disagree with?

05 What experiences, values, or evidence have shaped the physician's point of view?

06 What kinds of questions or cases do other professionals refer to this physician?

SECTION 05

Find the expertise and proof already inside the practice

Record the existing expertise, care practices, and credibility that could help patients understand the practice more clearly.

01 Specialized credentials or training

What expertise matters most to prospective patients?

02 Care process

What does the practice do before, during, or after care that patients should understand?

03 Feedback themes

What do patients repeatedly appreciate about the practice's communication or experience?

04 Physician story and philosophy

What experiences or values shape the way the physician practices?

05 Team expertise

What roles, coordination, or support should patients know about?

You now have a working content guide.

You have identified a set of questions, ideas, and areas of expertise your practice can begin turning into useful content.

Use the topics that feel most relevant now. Edit them, combine them, or replace them as the practice's priorities change. The list is not meant to be rigid—it is a starting point for deciding what deserves to be explained first.

Topics you may be ready to develop

Use the ideas below as prompts. Keep the ones that fit your practice, revise the language, and replace anything that is not relevant.

01 Three questions patients should ask first	02 When I advise against this treatment
03 The misconception I correct every week	04 What happens during the first consultation
05 How I compare two common options	06 What a realistic outcome means
07 The tradeoff patients often overlook	08 Why similar concerns may need different plans
09 When a consultation may be an appropriate next step	10 What patients should know about cost and value
11 A lesson from a common, non-identifying pattern	12 What I wish patients understood before starting

Ready to turn these topics into a practical production plan?

StoryGrove offers a complimentary review to help you identify:

- which topics should come first
- what the physician should be prepared to explain
- what can be captured efficiently in one filming session
- how the finished material could support the website, patient education, referrals, email, and social media

Email your completed guide—or the pages most relevant to your current priority—to:

matt@storygrovestudios.com

Subject: Practice Content Guide Review