PATIENT FILE IMAGE FOUR OPTIONS

pick a direction

MONDAY, SEPTEMBER 21ST, 2026 · FOR DAWN THOMPSON · DIRECT CARE ALLIANCE

On today's call Dawn asked for the patient file image to be rebuilt as a manila chart with a jumble of claims running into it, with the bridge dropped from the background. Here are four takes on that. Each one shows the photograph on its own and then the finished September 30th post built on it, so nothing has to be imagined. The approved wording hasn't changed.

01 LOW KEY EDITORIAL



PHOTOGRAPH



FINISHED POST

The chart sits closed at the right with claims spilling off to the left, lit by a single warm source. It's the moodiest of the four and it reads as a story rather than a diagram. The logo lands on dark table, so it's the cleanest of the four at the bottom.

02 OVERHEAD FLAT LAY



PHOTOGRAPH



FINISHED POST

Straight down, even light, the chart centered on a fan of claim forms. This is the clearest of the four and the easiest to read at thumbnail size on a phone. The logo falls on the manila folder here, so if Dawn picks this one the logo moves down onto the darker edge.

03 SHALLOW MACRO



PHOTOGRAPH



FINISHED POST

Tight on the chart's edge and the blue tab, with the paperwork falling out of focus behind it. It's the most tactile of the four, and it carries the least information, so it leans on the headline to do the work.

04 MINIMAL, OPEN SPACE



PHOTOGRAPH



FINISHED POST

Six claim forms drifting toward the chart in the lower right, with the whole left side left empty. It's the quietest of the four and it holds the most room, so a longer headline or a second line still fits without crowding anything.

WHAT HAPPENS NEXT

Dawn picks one of the four. A number is enough. If none of them is right, saying what's wrong is just as useful and the next round goes back to the same brief.

The chosen one gets rebuilt in Canva. These mockups are built from the approved wording and the DCA lockup, and the final runs through Canva so the type and spacing match the rest of the set exactly.

It replaces the artwork on the September 30th post. That post is holding in draft until Dawn approves the final image, and nothing publishes before then.