DIRECT CARE ALLIANCE

Video content for your approval

Six clips from your September 1st testimony, with the captions that run underneath each one, the order they run in, and what October carries. Your edits from September 21st and September 22nd are all applied.

For David Balat, Founder and Board Chairman

Tuesday, September 22nd, 2026

Prepared by HazelPiper Creative

HOW THIS WORKS NOW

Approved a week ahead, then it runs

Agreed on the Monday, September 21st call by David, Dawn, Tim and Gwen. The weekly call moves to Tuesdays at 8:30 Central from September 29th.

1

You approve next week, on the call

Posts for the following week are on screen during the Tuesday call and approved there. They go live the Monday after. Changes during the week are still fine.

2

The posts reach you before the call

The actual posts go out to everyone ahead of the call rather than being shown cold. Tim asked for this twice, so it’s the standing rule now.

3

Nothing publishes without your word

Name a clip and the words you want, and it’s rewritten the same day.

4

Images now go to Dawn as well

From this week image approvals go to Dawn alongside you. The standing image set you approved earlier still stands.

THE ORDER

Six clips, in this order on purpose

It starts with what the patient pays, proves it with one patient, sorts out who the client is and who the customer is, shows what the price covers, moves the question to before the procedure, and ends on why the company exists.

SEPTEMBER 24TH

Zero out of pocket

What the patient pays.

OCTOBER 1ST

She is in remission

One real patient.

OCTOBER 2ND

Our customer is the patient

Client and customer, sorted.

OCTOBER 7TH

All of them, not just the hospital

What the price covers.

OCTOBER 16TH

Why a million dollars

Price before the procedure.

OCTOBER 26TH

A deep belief

Why the company exists.

THURSDAY, SEPTEMBER 24TH · 26 SECONDS

Zero out of pocket

CLICK TO PLAY · 26 SECONDS

> "That is really the only thing you heard: Zero out of pocket. They can focus on getting well."

It answers the first question a patient has, and it does it in your own words rather than ours. That is why it leads.

LINKEDIN CAPTION

"That is really the only thing you heard: Zero out of pocket. They can focus on getting well."

If your employer offers Direct Care Alliance and you choose it, you don’t pay anything for that episode. No deductible. No coinsurance. No bill three weeks later.

David Balat, Board Chairman, Direct Care Alliance. Texas House Select Committee on Health Care Affordability, September 1st.

X CAPTION

"That is really the only thing you heard: Zero out of pocket. They can focus on getting well."

David Balat, Texas House Select Committee on Health Care Affordability, September 1st.

THURSDAY, OCTOBER 1ST · 38 SECONDS

She is in remission

CLICK TO PLAY · 38 SECONDS

> Stage four breast cancer, and she was going to stop treatment she could not afford. Her employer had added Direct Care Alliance. She is in remission.

One real patient with the numbers attached, rather than an average. It is the only claim in the set that needs no defending.

LINKEDIN CAPTION

She had stage four breast cancer, and she was going to stop treatment. Not because it wasn’t working. Because she couldn’t afford the deductible and the out-of-pocket max.

Her employer had added Direct Care Alliance. Her provider was already in the network. She paid nothing, and the employer paid less than it would have in network.

She’s in remission.

X CAPTION

She was going to stop treatment she couldn’t afford. Her employer had added Direct Care Alliance. She paid nothing, the employer paid less, and she’s in remission.

FRIDAY, OCTOBER 2ND · 32 SECONDS

Our customer is the patient

CLICK TO PLAY · 32 SECONDS

> "Our client is the employer. Our customer is the patient."

A committee member asked it directly, so your answer is on the record. It settles the client versus customer question before anyone else frames it.

LINKEDIN CAPTION

A committee member asked David Balat on September 1st if Direct Care Alliance makes the employee the customer.

"Our client is the employer. Our customer is the patient."

The employer signs the agreement and commits to the price. The patient gets the care.

X CAPTION

"Our client is the employer. Our customer is the patient."

David Balat, asked by a committee member whether DCA makes the employee the customer. September 1st.

WEDNESDAY, OCTOBER 7TH · 16 SECONDS

All of them, not just the hospital

CLICK TO PLAY · 16 SECONDS

> "We understand the care the patient needs and identify the appropriate providers, all of them, not just the hospital."

It says what the price actually covers, which is the first objection a broker raises.

LINKEDIN CAPTION

"We understand the care the patient needs and identify the appropriate providers, all of them, not just the hospital."

A planned surgery isn't one bill. It's the facility, the surgeon, the anesthesia, the imaging, the pathology and the follow up. Direct Care Alliance prices all of it up front.

David Balat, Board Chairman, Direct Care Alliance. Texas House Select Committee on Health Care Affordability, September 1st.

X CAPTION

"We understand the care the patient needs and identify the appropriate providers, all of them, not just the hospital."

David Balat, Texas House Select Committee on Health Care Affordability, September 1st.

FRIDAY, OCTOBER 16TH · 23 SECONDS

Why a million dollars

CLICK TO PLAY · 23 SECONDS

> "Why did the health care have to cost a million dollars in the first place? And how can we make the experience better for the person going through the care that they need?"

It puts the price before the procedure instead of the bill after it.

LINKEDIN CAPTION

"Why did the health care have to cost a million dollars in the first place? And how can we make the experience better for the person going through the care that they need?"

Direct Care Alliance works on both of those before the procedure instead of after. The price is agreed with the facility up front, the employer commits in advance, and a navigator stays with the patient the whole way.

David Balat, Board Chairman, Direct Care Alliance. Texas House Select Committee on Health Care Affordability, September 1st.

X CAPTION

"Why did the health care have to cost a million dollars in the first place? And how can we make the experience better for the person going through the care that they need?"

David Balat, Texas House Select Committee on Health Care Affordability, September 1st.

MONDAY, OCTOBER 26TH · 12 SECONDS

A deep belief

CLICK TO PLAY · 12 SECONDS

> "I have a deep belief that health care can be changed for the benefit of the patient."

You said remove all of it, so nothing replaced it. The quote and your name, and that is the whole post. It closes the month on why the company exists.

LINKEDIN CAPTION

"I have a deep belief that health care can be changed for the benefit of the patient."

David Balat, Founder and Board Chairman, Direct Care Alliance. Texas House Select Committee on Health Care Affordability, September 1st.

X CAPTION

"I have a deep belief that health care can be changed for the benefit of the patient."

David Balat, Texas House Select Committee on Health Care Affordability, September 1st.

ALSO FROM THE CALL

What October carries

Breast Cancer Awareness Month

You raised it and it is in. Pink on the logo and the borders, and Dawn’s grayscale treatment with one or two pink elements. Dawn records the October clips rather than you, because the subject is breast cancer.

The hospital fit post is reframed

You said it makes the patient not a fit rather than the hospital, and Dawn said every hospital can be a fit. The cards stay, the headline changed.

The podcast comes back in late October

Planned for a November start and recorded before the twentieth.

One case becomes one procedure

Dawn asked that we stop saying one case, because it reads like litigation rather than care. One procedure, or one patient where it is a person. Already changed across September and October.

The coverage map shows dots only

No facility names and no partner language, because some relationships are single case agreements. Crimson rather than blue, as Tim asked. It waits on Dawn’s data.

Still open

Whether the rebuilt site moves to WordPress, and whether oncology gets a campaign of its own. Maternity is named as later and not ready.

WHAT WOULD HELP MOST

Where we are now

ONE

Approve the six captions

Or name the clip and the words you want instead. Either way it’s settled the same day. The zero out of pocket clip on Thursday, September 24th is the next one with a date on it.

TWO

Settle whether oncology gets its own campaign

Left open on the call. Maternity is named as later and not ready, so this is the one that would change October.

Nothing else is waiting on you. Dawn has the Q4 pillars form and is sending patient stories, the coverage map data and the Tracy Creger testimonial. The patient story authorization form goes to Tim for his attorneys.