# Precision Upper GI Surgery - Comprehensive Content Planning Workflow

\*\*Project\*\*: Complete content strategy development for Precision Upper GI Surgery (https://precisionuppergisurgery.com.au/) - Sydney-based medical practice specialising in upper gastrointestinal surgery

\*\*Date Initiated\*\*: 29th September 2025

\*\*Project Type\*\*: Medical Content Strategy with Mandatory Research Workflow

\*\*Compliance Requirements\*\*: Australian medical content standards, AHPRA guidelines, patient privacy regulations

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## 🏥 MANDATORY MEDICAL CONTENT COMPLIANCE REQUIREMENTS

### Critical Medical Marketing Standards:

* ✅ AHPRA (Australian Health Practitioner Regulation Agency) compliance
* ✅ TGA (Therapeutic Goods Administration) advertising guidelines
* ✅ Medical Board of Australia professional standards
* ✅ Patient privacy and confidentiality protection
* ✅ Evidence-based medical claims only
* ✅ No direct patient testimonials without proper consent
* ✅ Professional medical terminology with patient-friendly explanations

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## 📋 PHASE 1: Foundation Research & Strategic Analysis

\*\*Status\*\*: Pending | \*\*Lead Squad\*\*: ContentForge Research Corps

### 1.1 Medical SOP Compliance Check

* [ ] \*\*Agent\*\*: `brand\_compliance\_auditor`
* [ ] Verify compliance with AHPRA medical marketing guidelines
* [ ] Review existing medical content standards and protocols
* [ ] Establish medical content review processes
* [ ] Document medical disclaimer requirements
* \*\*Deliverable\*\*: Medical compliance framework document

### 1.2 Medical Audience Research & Patient Personas

* [ ] \*\*Agent\*\*: `audience\_intent\_researcher`
* [ ] Develop detailed patient personas (3-7 personas minimum)
* [ ] Map patient demographics, psychographics, and medical concerns
* [ ] Analyse patient journey from symptom recognition to surgical consultation
* [ ] Research upper GI patient educational needs and preferences
* [ ] Document patient communication preferences and health literacy levels
* \*\*Deliverable\*\*: Medical audience personas and patient style guide

### 1.3 Upper GI Surgery Market Analysis

* [ ] \*\*Agent\*\*: `brand\_sentiment\_researcher`
* [ ] Analyse Sydney/Australian upper GI surgery market conditions
* [ ] Research current medical trends in gastrointestinal surgery
* [ ] Identify market opportunities and patient education gaps
* [ ] Assess medical industry challenges and regulatory changes
* [ ] Document patient sentiment towards upper GI surgical procedures
* \*\*Deliverable\*\*: Medical market research summary

### 1.4 Medical Practice USP Analysis

* [ ] \*\*Agent\*\*: `brand\_analyst`
* [ ] Define unique medical expertise and surgical specialisations
* [ ] Identify competitive medical differentiators
* [ ] Analyse surgeon qualifications, experience, and credentials
* [ ] Document medical facility advantages and technology
* [ ] Establish professional medical positioning statements
* \*\*Deliverable\*\*: Medical USP analysis and positioning framework

### 1.5 Medical Practice SWOT Analysis

* [ ] \*\*Agent\*\*: `brand\_analyst`
* [ ] Assess practice strengths (surgical expertise, technology, location)
* [ ] Identify weaknesses (capacity, marketing reach, patient awareness)
* [ ] Analyse opportunities (growing patient base, new procedures, referrals)
* [ ] Document threats (competitor practices, regulatory changes, economic factors)
* \*\*Deliverable\*\*: Comprehensive medical practice SWOT assessment

### 1.6 Competitor Medical Practice SWOT Analysis

* [ ] \*\*Agent\*\*: `competitive\_intelligence\_searcher`
* [ ] Identify top 5 upper GI surgeons/practices in Sydney
* [ ] Analyse competitor medical positioning and specialisations
* [ ] Assess competitor patient communication strategies
* [ ] Review competitor medical marketing approaches
* [ ] Document competitive medical landscape analysis
* \*\*Deliverable\*\*: Competitor medical practice analysis

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## 📊 PHASE 2: Competitive Intelligence & Medical Search Landscape

\*\*Status\*\*: Pending | \*\*Lead Squad\*\*: ContentForge Advanced Research Intelligence

### 2.1 Medical Practice Positioning Analysis

* [ ] \*\*Agent\*\*: `brand\_strategy\_researcher`
* [ ] Compare medical positioning vs competitor practices
* [ ] Analyse medical messaging and patient communication strategies
* [ ] Assess medical brand differentiation in upper GI surgery
* [ ] Document medical authority building opportunities
* \*\*Deliverable\*\*: Medical positioning strategy framework

### 2.2 Healthcare Trending Topics Research

* [ ] \*\*Agent\*\*: `technical\_research\_specialist`
* [ ] Research current upper GI surgery trends and innovations
* [ ] Identify patient concerns and frequently asked questions
* [ ] Analyse emerging medical procedures and treatments
* [ ] Document seasonal health awareness campaigns
* \*\*Deliverable\*\*: Healthcare trending topics and patient interest analysis

### 2.3 Medical Content Gap Analysis

* [ ] \*\*Agent\*\*: `competitor\_analyzer`
* [ ] Identify missing patient education opportunities
* [ ] Analyse competitor medical content weaknesses
* [ ] Document unaddressed patient questions and concerns
* [ ] Assess medical information accessibility gaps
* \*\*Deliverable\*\*: Medical content gap identification and opportunities

### 2.4 Medical Search Landscape Analysis

* [ ] \*\*Agent\*\*: `seo\_strategist`
* [ ] Analyse patient search behaviour for upper GI conditions
* [ ] Research local Sydney medical search patterns
* [ ] Assess seasonal medical search trends
* [ ] Document medical SEO competition levels
* [ ] Identify local medical SEO opportunities
* \*\*Deliverable\*\*: Medical search landscape and patient search behaviour analysis

### 2.5 Competitor Medical Content Audit

* [ ] \*\*Agent\*\*: `competitive\_intelligence\_searcher`
* [ ] Audit competitor medical websites and patient resources
* [ ] Analyse competitor patient journey and trust signals
* [ ] Assess competitor mobile medical content experience
* [ ] Review competitor medical content quality and accuracy
* [ ] Document competitor medical marketing strategies
* \*\*Deliverable\*\*: Comprehensive competitor medical content assessment

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## 🔍 PHASE 3: Advanced Medical SEO & Keyword Strategy

\*\*Status\*\*: Pending | \*\*Lead Squad\*\*: ContentForge SEO Specialists

### 3.1 Medical Keyword Research

* [ ] \*\*Agent\*\*: `keyword\_researcher`
* [ ] Research treatment-specific keywords (upper GI procedures)
* [ ] Identify symptom-based search terms (patient concerns)
* [ ] Document procedure-focused keywords (surgical options)
* [ ] Analyse medical condition keywords (gallbladder, hernia, reflux)
* [ ] Map local Sydney medical search terms
* \*\*Deliverable\*\*: Comprehensive medical keyword database

### 3.2 Patient Search Intent Analysis

* [ ] \*\*Agent\*\*: `keyword\_researcher`
* [ ] Map patient healthcare journey from symptoms to treatment
* [ ] Analyse informational vs transactional medical searches
* [ ] Document patient education search patterns
* [ ] Assess medical emergency vs planned procedure searches
* \*\*Deliverable\*\*: Patient search intent mapping and healthcare journey

### 3.3 Medical Keyword Gap Analysis

* [ ] \*\*Agent\*\*: `seo\_strategist`
* [ ] Identify untapped medical keyword opportunities
* [ ] Analyse competitor medical SEO weaknesses
* [ ] Document low-competition medical search terms
* [ ] Assess emerging medical procedure keywords
* \*\*Deliverable\*\*: Medical SEO opportunity analysis

### 3.4 Healthcare Funnel Keywords

* [ ] \*\*Agent\*\*: `keyword\_researcher`
* [ ] \*\*Awareness Stage\*\*: Symptom recognition and general health concerns
* [ ] \*\*Consideration Stage\*\*: Treatment options and surgical procedures
* [ ] \*\*Decision Stage\*\*: Surgeon selection and consultation booking
* [ ] Map patient journey keywords for each funnel stage
* \*\*Deliverable\*\*: Healthcare funnel keyword mapping

### 3.5 Medical Untapped Angle Keywords

* [ ] \*\*Agent\*\*: `seo\_strategist`
* [ ] Identify zero/low-competition medical terms
* [ ] Research emerging upper GI surgery techniques
* [ ] Document innovative procedure keywords
* [ ] Analyse medical subspecialisation opportunities
* \*\*Deliverable\*\*: Untapped medical keyword opportunities

### 3.6 Sydney Medical Local Search Optimisation

* [ ] \*\*Agent\*\*: `technical\_research\_specialist`
* [ ] Research Sydney medical search trends
* [ ] Identify local medical search patterns
* [ ] Document suburb-specific medical searches
* [ ] Analyse medical referral network keywords
* \*\*Deliverable\*\*: Local Sydney medical SEO strategy

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## 📝 PHASE 4: Medical Content Planning, Briefs & AI Optimisation

\*\*Status\*\*: Pending | \*\*Lead Squad\*\*: ContentForge Content Creation Pipeline

### 4.1 Medical Content Briefs with Patient-Focused Layouts

* [ ] \*\*Agent\*\*: `content\_strategist`
* [ ] Develop patient education page layouts
* [ ] Create procedure information page wireframes
* [ ] Design consultation booking page structures
* [ ] Plan medical FAQ page organisation
* [ ] Document medical content conversion paths
* \*\*Deliverable\*\*: Medical content briefs with patient-centric design

### 4.2 Healthcare Content Structure Specifications

* [ ] \*\*Agent\*\*: `page\_content\_brief\_agent`
* [ ] Define medical content headlines and sections
* [ ] Plan patient education content flow
* [ ] Design medical call-to-action strategies
* [ ] Create internal linking strategy for medical topics
* [ ] Document medical content formatting standards
* \*\*Deliverable\*\*: Healthcare content structure guidelines

### 4.3 Medical AI Optimisation and Voice Search

* [ ] \*\*Agent\*\*: `ai\_specialist\_agent`
* [ ] Optimise content for medical voice searches
* [ ] Structure content for AI medical information systems
* [ ] Implement medical schema markup recommendations
* [ ] Plan voice search medical query optimisation
* [ ] Document AI-ready medical content formatting
* \*\*Deliverable\*\*: Medical AI optimisation strategy

### 4.4 Patient Education Content Ideas Generation

* [ ] \*\*Agent\*\*: `blog\_ideation\_specialist`
* [ ] Generate patient education content concepts
* [ ] Create medical procedure explanation ideas
* [ ] Develop condition awareness content themes
* [ ] Plan pre/post-operative patient guidance content
* [ ] Document medical FAQ expansion opportunities
* \*\*Deliverable\*\*: Medical content ideation database

### 4.5 12-Month Medical Content Calendar

* [ ] \*\*Agent\*\*: `content\_strategist`
* [ ] Plan seasonal medical awareness campaigns
* [ ] Schedule regular patient education content
* [ ] Coordinate with medical awareness months
* [ ] Plan procedure spotlight content series
* [ ] Document medical content publication schedule
* \*\*Deliverable\*\*: Strategic medical content calendar

### 4.6 Medical Content Clusters and Authority Building

* [ ] \*\*Agent\*\*: `content\_strategist`
* [ ] Plan medical topic clusters and pillar pages
* [ ] Design medical expertise authority strategy
* [ ] Create related medical content mapping
* [ ] Develop medical subspecialisation content hubs
* [ ] Document medical content interconnection framework
* \*\*Deliverable\*\*: Medical content authority building strategy

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## 🔄 ITERATIVE FEEDBACK LOOP INTEGRATION

\*\*Quality Gate Orchestrator\*\*: `quality\_gate\_orchestrator`

### Medical Content Feedback Loop Sequence:

1. \*\*`clarity\_conciseness\_editor`\*\* (Threshold: 8/10)

* Medical terminology clarity for patients
* Australian English medical compliance
* Grammar and professional medical tone

2. \*\*`cognitive\_load\_minimizer`\*\* (Threshold: 7/10)

* Medical information hierarchy optimisation
* Patient comprehension enhancement
* Health literacy consideration

3. \*\*`content\_critique\_specialist`\*\* (Threshold: 7/10)

* Medical accuracy verification
* Evidence-based claims validation
* Logical medical information flow

4. \*\*`ai\_text\_naturalizer`\*\* (Threshold: 8/10)

* Natural medical communication tone
* Patient-friendly medical explanations
* Professional yet approachable medical content

### Medical Content Quality Requirements:

* \*\*Medical Accuracy\*\*: All medical claims evidence-based
* \*\*Patient Safety\*\*: No misleading medical information
* \*\*Professional Standards\*\*: AHPRA compliant medical marketing
* \*\*Accessibility\*\*: Health literacy appropriate content
* \*\*Cultural Sensitivity\*\*: Inclusive medical communication

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## 🎯 SPECIALIST AGENT COORDINATION

### SiteSpect Squad Activation:

* [ ] \*\*`sitespect\_orchestrator`\*\*: Comprehensive medical website audit
* [ ] \*\*`technical\_seo\_analyst`\*\*: Medical website technical SEO analysis
* [ ] \*\*`accessibility\_checker`\*\*: Medical website accessibility compliance
* [ ] \*\*`ux\_flow\_validator`\*\*: Patient user experience optimisation

### ContentForge Squad Activation:

* [ ] \*\*Research Corps\*\*: Complete 4-phase medical research workflow
* [ ] \*\*Content Creation Pipeline\*\*: Medical content development with feedback loops
* [ ] \*\*Quality Assurance\*\*: Medical content compliance verification

### StrategyNexus Squad Activation:

* [ ] \*\*`strategy\_orchestrator`\*\*: Medical marketing strategy coordination
* [ ] \*\*`brand\_analyst`\*\*: Medical practice brand analysis
* [ ] \*\*`seo\_strategist`\*\*: Medical SEO strategy development
* [ ] \*\*`user\_journey\_mapper`\*\*: Patient journey optimisation

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## 📊 DELIVERABLE TRACKING

### Required Research Files:

* [ ] `PRECISIONUPPERGISURGERY\_medical\_compliance\_framework.md`
* [ ] `PRECISIONUPPERGISURGERY\_patient\_personas.md`
* [ ] `PRECISIONUPPERGISURGERY\_medical\_market\_analysis.md`
* [ ] `PRECISIONUPPERGISURGERY\_medical\_competitive\_analysis.md`
* [ ] `PRECISIONUPPERGISURGERY\_medical\_keyword\_research.md`
* [ ] `PRECISIONUPPERGISURGERY\_medical\_content\_strategy.md`
* [ ] `PRECISIONUPPERGISURGERY\_patient\_journey\_optimisation.md`
* [ ] `PRECISIONUPPERGISURGERY\_medical\_ai\_optimisation\_guide.md`
* [ ] `PRECISIONUPPERGISURGERY\_medical\_implementation\_plan.md`
* [ ] `PRECISIONUPPERGISURGERY\_execution\_tracking\_report.md`

### Quality Assurance Files:

* [ ] `task\_deps.md` with integrated feedback loops
* [ ] `README.md` project navigation hub
* [ ] Medical content compliance verification reports

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**PROJECT SUCCESS CRITERIA:**

✅ Complete mandatory 4-phase research workflow

✅ Medical content compliance verified

✅ Patient-centric content strategy developed

✅ Iterative feedback loops implemented

✅ Australian medical marketing standards met

✅ Evidence-based medical content framework established