# 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

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

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

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

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

1. **`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