

Market Intelligence: Executive Summary

GAIN LinkedIn Competitive Analysis | October 2025

GAIN Strategy & Analytics

2025-10-26

1 The Opportunity

! Critical Finding

95% of your direct competitors (98 out of 103) posted ZERO content on LinkedIn in October 2025.

This represents an unprecedented opportunity to dominate thought leadership in healthcare lien management with virtually no competition.

11 Market Reality

Tracked Universe (Gain Company Workspace): - 103 direct competitors (lien services, legal funding, medical receivables) - Only **5 posted content** (4% active rate) - Combined follower base: **80,000+ hearing nothing**

The Silent Giants: - High Rise Financial (16,929 followers) - Silent - Golden Pear Funding (6,037 followers) - Silent - Libra Solutions (7,401 followers) - Silent - PROVE (6,879 followers) - Silent - USClaims (3,967 followers) - Silent - 98 others - **All Silent**

Your One Active Competitor: - **MoveDocs:** 8 posts, 28.88 avg engagement - Strategy: 100% event marketing (Law-Di-Gras, ClioCon, SmartAdvocate) - Limitation: Zero educational content, no data insights, no AI positioning

2 GAIN's Current Performance

21 October Scorecard

Table 1: Performance Comparison

Metric	GAIN	MoveDocs	Top Performer	Gap
Posts	7	8	8	Even
Avg Engagement	9.71	28.88	116 (Darl)	-66% to -92%
Comment Rate	1.4%	0%	15%	-93%
Content Mix	85% product	100% events	80% education	Misaligned

22 What's Working

Becker's Conference Post (28 engagement) - Event presence + team photos + clear CTA - **#HealthcareRCM** = GAIN's best-performing hashtag

Healthcare Revenue Cycle Positioning - Posts with RCM focus: 18 avg engagement - Other topics: 8 avg engagement

23 What's Not Working

Industry Commentary Without POV (0 engagement) - Sharing others' content without strong opinion = invisible

Zero Conversation (6 of 7 posts = no comments) - Not asking questions, not starting discussions

No Customer Stories - Zero case studies, testimonials, or "before/after" data

Missing October's #1 Trend - AI + automation dominated top content, GAIN mentioned once

3 The Playbook: Learn from Winners

31 Darl Chamption's Formula (116 Avg Engagement)

What He Does:

1. Takes Strong Positions

- Resigned from Georgia Bar Committee (223 engagement)
- "Criminal lawyers prey on accident victims"

2. Advocates for Vulnerable People

- Protects clients from predatory practices
- Calls out broken systems

3. Combines Data + Emotion

- "\$250K punitive cap unchanged since 1987"
- "That's like comparing Amazon to a blue-collar worker"

4. Generates Controversy = Comments

- Average 20-30 comments per top post
- Strong opinions create conversation

32 GAIN's Adaptation

Darl's Model: Industry problem → Harm to vulnerable → Strong position → Call for change

GAIN's Version: > "A Georgia provider wrote off \$427,000 in PI receivables last quarter because their lien tracking failed. That's not a business problem—that's patient care delayed, staff laid off, communities hurt. Manual lien management isn't just inefficient. **It's unethical.**"

Topics to Own: - The Transparency Crisis in Lien Servicing - The \$2M Revenue Leakage Epidemic - AI vs. Spreadsheets: Why Most Lien Services Are Stuck in 1995 - The Ethics of Healthcare Revenue Capture

4 Strategic Recommendations

41 Immediate Actions (Next 30 Days)

💡 Priority 1: Shift Content Mix

Current: 85% product features, 15% education

Target: 70% education, 30% product

New Content Pillars: - Educational (50%): “Lien 101,” settlement checklists, how-to guides - Data Insights (20%): Benchmark reports, “We analyzed 1,000 settlements...” - Product (30%): Customer success stories, AI capabilities

411 Action Plan

Week 1 (Nov 2-7): - Launch “Lien 101” educational series - Increase posting to **4x/week** (currently 1.75x) - Publish first data insight: “The \$427K Lien Management Mistake”

Week 2 (Nov 8-14): - Launch LinkedIn Newsletter: “Revenue Cycle Insider” - Publish thought leadership: “The Transparency Crisis in Lien Servicing” - Apply to 3 speaking opportunities

Week 3-4 (Nov 15-28): - Publish first customer success story with real numbers - Launch “GAIN Intelligence” series (weekly data posts) - Test new hashtag strategy (#HealthcareRCM, #RevenueCycle, #AlinHealthcare)

42 Hashtag Strategy

Stop Using (low engagement): - #GainServicing (branded, limited reach) - #ConsumerLegal-Funding (generic) - #lienservicing (niche)

Start Using (proven winners): - **#HealthcareRCM** (GAIN’s best: 28 engagement) - #RevenueCycle (CFO/finance audience) - #MedLegal (68 engagement benchmark) - #AlinHealthcare (trending, unclaimed)

Formula: 2 healthcare tags + 1 legal tag + 1 trending tag

5 90-Day Targets

51 Success Metrics

Table 2: 90-Day Growth Trajectory

Metric	Current	30 Days	60 Days	90 Days
Posts/Month	7	16	16	16
Avg Engagement	9.71	30+	35+	40+
Comments/Post	0.14	3+	4+	5+
Newsletter Subscribers	0	50	100	200
Speaking Engagements	0	Applied	1 Secured	1 Delivered
Market Share of Voice	5%	15%	20%	25%

i What “Success” Looks Like

By January 26, 2026: - 4x engagement improvement (9.71 → 40+) - 200+ newsletter subscribers - 1-2 speaking engagements secured - 25% market share of voice (from 5%) - Industry recognized as “the educator” in lien management

6 ROI & Investment

61 Budget Requirements

Monthly Content Production: \$1,000-2,500 - Content writer (10 hrs/week) - Design support (carousels, infographics) - Tools (Canva, Buffer, Shield Analytics)

Quarterly Event Marketing: \$5,000-15,000 - Conference attendance (3 events) - Speaking opportunities (if secured) - Marketing materials

Annual Investment: ~\$30,000

62 Return on Investment

💡 ROI Scenarios

Conservative (3 new clients/quarter): - Annual Revenue: \$180,000 - Marketing Cost: \$20,000 - **ROI: 9x**

Moderate (6 new clients/quarter): - Annual Revenue: \$600,000 - Marketing Cost: \$30,000 - **ROI: 20x**

Optimistic (10 new clients/quarter): - Annual Revenue: \$1,400,000 - Marketing Cost: \$40,000 - **ROI: 35x**

Assumptions: - Average contract value: \$15,000-35,000/year - Content marketing attribution: 20-30% of inbound leads - 95% competitor silence continues

7 November Action Plan

71 Week-by-Week Execution

Week 1 (Nov 1-7)

Thu, Nov 2: “The \$427K Lien Management Mistake” (carousel, educational) - Goal: 35+ engagement, 5+ comments

Sun, Nov 5: Founder story (“Why We Built GAIN”) - Goal: 20+ engagement, authentic connection

Week 2 (Nov 8-14)

Tue, Nov 9: “We Analyzed 1,000 PI Settlements. Here’s What Delays Resolution.” (data viz) - Goal: 40+ engagement, 3+ shares

Thu, Nov 11: “The Transparency Crisis in Lien Servicing” (LinkedIn article, 800-1000 words) - Goal: 50+ engagement, 10+ comments

Week 3 (Nov 15-21)

Thu, Nov 16: Customer success story (“How [Practice] Recovered \$2.3M in 90 Days”) - Goal: 30+ engagement, 2+ shares

Sun, Nov 19: Behind-the-scenes (team spotlight) - Goal: 15+ engagement

Week 4 (Nov 22-28)

Tue, Nov 23: “The Future of Medical Lien Servicing: 5 Predictions for 2026” - Goal: 35+ engagement, 5+ comments

Fri, Nov 26: Gratitude post (Thanksgiving week) - Goal: 20+ engagement

8 Why This Matters Now

81 The Window Won't Stay Open

Time-Sensitive Opportunity

Current State: 95% of competitors silent

Risk: Silent majority wakes up, floods market with content

Timeline: First-mover advantage lasts 6-12 months maximum

Action Required: Establish thought leadership before competition realizes what they're missing

82 Three Critical Truths

1. You're Not Fighting 103 Competitors

You're fighting **ONE** (MoveDocs). The other 98 have effectively surrendered LinkedIn.

2. The Market Wants Education

Top performers deliver 80% educational content. GAIN delivers 15%. This is the gap.

3. AI + Transparency = Unclaimed Territory

No competitor positioned as "AI-powered" or "transparency leader." These narratives are yours to own.

9 Next Steps

91 Immediate Execution

This Week: 1. Approve November content calendar 2. Assign content creation responsibilities 3. Set up LinkedIn newsletter (“Revenue Cycle Insider”) 4. Identify 3 Q1 2026 conferences for speaking applications

Next 30 Days: 1. Publish 12-16 posts (3-4/week) 2. Launch “Lien 101” educational series 3. Publish first customer success story 4. Apply to 3 speaking opportunities 5. Achieve 30+ avg engagement

Next 90 Days: 1. Establish “GAIN University” (newsletter, LinkedIn Live, articles) 2. Publish “State of Lien Management Q4 2025” benchmark report 3. Secure 1-2 speaking engagements 4. Achieve 40+ avg engagement 5. Build 200+ newsletter subscribers

92 Decision Point

The competitive landscape isn’t crowded—it’s empty.

GAIN doesn’t need to out-market 103 competitors. It needs to out-educate the ONE who’s active and fill the void left by the 98 who are silent.

This is GAIN’s market to dominate.

Execution begins now.

Questions? Review the full 50-page report for detailed analysis, customer examples, and competitive intelligence.

Ready to execute? November content calendar is ready to publish. All posts drafted, researched, and optimized.

Report Prepared By: GAIN Strategy & Analytics

Data Source: LinkedIn Analytics Dashboard (108 profiles, 1,184+ historical posts)

Next Review: November 30, 2025