



Content Strategy for CLINIFIX Home-Based Care

Objectives:

- **Promote home-based nursing care services.**
- **Educate the public on the benefits of home-based care.**
- **Showcase nurses' expertise and patient success stories.**
- **Increase engagement and trust with potential clients.**
- **Establish CLINIFIX as a key player in home-based healthcare solutions.**

Target Audience:

- **Families looking for elderly or chronic care support.**
- **Patients with post-surgery or rehabilitation needs.**
- **Individuals managing chronic or terminal illnesses at home.**
- **Potential nurses and any other healthcare professionals interested in joining the CLINIFIX network.**

Key Content Pillars:

1. **Educational Content – Health tips, chronic disease management, post-hospitalization care.**
2. **Patient & Nurse Stories – Real-life testimonials and case studies.**
3. **Service Highlights – Showcasing CLINIFIX's home-based care solutions.**
4. **Engagement & Awareness – Live Q&A sessions, interactive content etc shared through our platforms.**
5. **Behind the Scenes – Showcasing CLINIFIX nurses and other healthcare professionals at work.**

Content Calendar & Schedule

Month	Newsletter (1x/month)	Blog Post (2x/month)	Video (1x/week)	Photography (Weekly)
-PREAMBLE- To start In February	Intro to Home- Based Care	Benefits of In- Home Nursing Care	Nurse Spotlight Interview	Nurses in action – Home visits
February	Chronic Disease Management at Home	Managing Diabetes & Hypertension	Patient Testimonial	Caregiver & Patient interactions
March	Post-Surgical Home Care Tips	Wound Care & Medication Management	Step-by-step wound dressing guide	Recovery journey of a patient
April	Elderly Care at Home	Preventing Falls & Injuries in the elderly	Home safety tips for elderly care	Photos of nurses assisting the elderly.
May	Mental Health & Home Care	Coping with Anxiety & Depression	Stress management for caregivers	Smiling patients & nurses
June	Pediatric Home Nursing	Managing Childhood Illnesses at Home	How home nurses assist pediatric patients	Photos of nurses with young patients
July	Stroke Rehabilitation	Supporting Stroke Patients at Home	Nurse-led stroke therapy exercises	Physical therapy in action
August	Nutrition in Home Care	Meal Planning for Recovery & Wellness	Healthy diet tips from home nurses	Nutritious meals prepared for patients

September	Palliative Care & Comfort	Pain Management & Emotional Support	Nurse guidance on end-of-life care	Compassionate nursing moments
October	Breast Cancer Awareness	Early Detection & Home-Based Recovery	Self-exam & home care guidance	Pink ribbon-themed nursing photos
November	Family & Caregiver Support	Training Families to Assist Patients	Coaching caregivers on home care	Family members learning from nurses
December	Year in Review	Top Home Care Lessons from 2025	Holiday health tips for home patients	Festive-themed nurse-patient moments

Execution Strategy

Newsletters (Monthly – 1st Week)

- **Summarize key blog topics.**
- **Feature a nurse of the month.**
- **Promote upcoming home-care initiatives.**
- **Include testimonials from patients & families.**

Blog Posts (Biweekly – 2nd & 4th Week)

- **Educational content on managing health conditions at home.**
- **Interviews with nurses & healthcare experts.**
- **Service explanations to promote CLINIFIX Home-Based Care.**

Video Content (Weekly – Every Wednesday)

- **Short clips (1-3 mins) for social media (Facebook, Instagram, TikTok and LinkedIn).**

- Long-form (5-10 mins) for YouTube, Community Page or website.
- Live Q&A with nurses on key healthcare topics.

Photography Content (Weekly – Every Friday)

- Images showcasing:
 - Nurses assisting patients.
 - Recovery progress of home-care patients.
 - Behind-the-scenes of CLINIFIX nurses at work.

Distribution Channels

- ✓ Email Newsletters – Direct engagement with subscribers.
- ✓ Social Media (Facebook, Instagram, TikTok, LinkedIn, YouTube) And Community Page – Video, images and live sessions and main hub for disseminating detailed content.
- ✓ Mobile call center or WhatsApp – Personalized engagement with caregivers and patients.

Success Metrics & Evaluation

Engagement Metrics:

- Newsletter open rates & click-through rates.
- Blog and Community traffic & average time spent on posts.
- Social media likes, shares, and comments.

Lead Generation & Conversion:

- Inquiries about home-based care services.
- Increase in nurse sign-ups on the CLINIFIX platform.

Quarterly Review:

- Identify best-performing content.
- Adjust strategy based on audience response.
- Introduce new content formats as needed.

NB: As a team we ought to be sensitive about Patient-confidentiality, privacy and how that affects our DATA PROTECTION. Further deliberations are required on this matter.