DIRECT CARE ALLIANCE · SEPTEMBER 2026

LinkedIn and X: Strategy and Proof

A September extension of the DCA Claims Register and Proof Strategy

Built 2026-08-24 against proof-strategy-standard. This does not replace the DCA Claims Register and Proof Strategy. It extends it for September, adds a channel-level proof layer for X that did not previously exist, and closes one open flag the register itself raised.

Every benchmark cited here was pulled live on 2026-08-24 from a named publisher with a stated sample size and study period. No figure is carried over on trust from a previous cycle.

The one thing to read first

The only statistic in the entire September month is the one your own register flags as unverified

Of the thirteen selected September captions, twelve carry no statistics at all. Post 1, September 2, is the only one that does, and it opens the month.

It cites: million dollar stop-loss claims up roughly 55 percent since 2018, and claims over $5 million up roughly 292 percent over the same period.

The DCA Claims Register already flags exactly this pair: "on the approved list but couldn't be independently re-verified in current published sources this pass, recommend re-sourcing or swapping."

Verified today, and the flag was right. The Healthcare Finance News article carrying the closest figures is dated 15 May 2023, cites Sun Life, and says million-dollar claims per million covered employees "rose 15% in the past year and 45% over the past four years." Those are not 55 and 292, they are different metrics over different periods, and the article is three years old.

This is the first post of a month whose third campaign is called Proof Without Overclaiming. If a broker checks the citation, the month opens by failing its own thesis.

The replacement already exists and is first-party

Sun Life published its High-Cost Claims and Injectable Drug Trends report on 21 May 2026, built on more than 70,000 high-dollar medical claims from more than 3,300 self-funded employers. That is current, primary, and methodologically stated.

Its findings are also a better fit for DCA than the figures being replaced. Orthopedic and musculoskeletal conditions now sit among the most common drivers of claims above $3 million, alongside cancer and newborn care, and the report notes MSK "has only recently reached this level." DCA prices exactly those categories.

Recommendation: retire the 55 and 292 percent pair from the approved stat list, replace Post 1's statistical spine with the 2026 Sun Life report, and cite it by name and date on the post.

This also closes a second open item. The Texas House handout has been waiting on first-party

Sun Life sourcing since 2026-08-24. It is the same report.

Part 1: Claims Register, September extension

Tier key unchanged from the standard. Confirmed means verifiable or client-confirmed in writing, safe to state directly. Standards-Based Proxy means supportable from a published external source, usable only when labeled as general practice and attributed, never as DCA's own fact. Blocked means it cannot publish until the named gap is closed.

This extension covers only claims that are new in September or whose status changed. The existing register remains the authority on everything else.

Statistic and research claims

CLAIM	TIER	BASIS AND WHAT CLOSES IT
$1M+ stop-loss claims up ~55% since 2018, $5M+ up ~292%	BLOCKED retire	Verified 2026-08-24 and it does not hold. Nearest published source is dated May 2023 and states 15% year over year and 45% over four years, different metrics and periods. Appears in September Post 1, the only post carrying statistics. Remove before September 2.
Orthopedic and MSK conditions are now among the most common drivers of claims above $3 million, alongside cancer and newborn care	PROXY	Sun Life High-Cost Claims and Injectable Drug Trends report, 21 May 2026, over 70,000 high-dollar claims from 3,300+ self-funded employers. Attribute by name and date. Safe to use as a market fact, never as DCA's own outcome.
Secondary conditions, long inpatient stays and injectable drugs are the biggest drivers of claims above $3 million	PROXY	Same Sun Life report. Strong DCA fit because it explains why a planned, pre-priced episode is different from an unmanaged catastrophic one.
~5% of members drive ~56% of plan spend; claims over $100k are ~1% of lives and more than a third of spend; ~67% of covered workers are self-funded	PROXY unchanged	Already on the approved list. Still requires the named primary source attached at point of use. Not carried by any September caption, so nothing is blocked today.
DCA's July LinkedIn engagement beats its own vertical benchmark	CONFIRMED	7.46% July 2026 blended, from LinkedIn's own native page export, confirmed 2026-08-12. Now beats a second independent benchmark as well, see Part 2.

Channel and format claims, new for September

CLAIM	TIER	BASIS AND WHAT CLOSES IT
Document and carousel posts outperform static images on LinkedIn	PROXY	Now triangulated across three publishers. Socialinsider: native document 7.00% against image 5.30%, n=1.3M posts across 16,645 pages, Jan 2024 to Dec 2025. Cleverly: carousel 6.6 to 7.0% against static 2.3 to 3.0%. Oktopost, March 2026: document posts "consistently the highest-performing organic content format." Safe to state as general practice.
DCA outperforms the median B2B company page, not only the healthcare vertical	CONFIRMED new	Oktopost LinkedIn Benchmark, March 2026, n=1,000+ B2B company pages: median engagement 5.72%, median 826 impressions and 51 engagements per post. DCA's verified

CLAIM	TIER	BASIS AND WHAT CLOSES IT
		7.46% clears it. This is a new, independent comparison the register did not previously have.
X organic engagement for non-Premium accounts has collapsed	PROXY new	Buffer, State of Social Media Engagement 2026, n=18.8M X posts through 3 Dec 2025. X median 2.5%, lowest of the major platforms against LinkedIn at roughly 6.2%. Premium and regular accounts diverged sharply after January 2025 and in the study's final months the median engagement rate for regular accounts reached 0%.
Personal profiles outperform company pages on carousel content	PROXY new	Metricool LinkedIn Study 2026, n=673,658 posts, cited by Oktopost: personal profile carousels see 63% higher engagement than company page carousels. Relevant because DCA writes in a named personal voice and publishes on a company page.
DCA's X account is Premium	BLOCKED	Open question already standing on the DCA canonical client profile: confirm Premium and verified status with Tim Kaufeldt. Given the Buffer finding above this is no longer administrative, see Part 2 point 3. Closed by one answer from Tim.

Operating and model claims carried into September content

These are the five live claims from the September production gate. They are restated here with their register status so the gate and the register do not drift apart.

CLAIM	TIER	BASIS AND WHAT CLOSES IT
Payment guaranteed to the hospital within 15 days	CONFIRMED internally, BLOCKED publicly	A standing fact on DCA's venture profile and listed as Confirmed in the register's Methodology section. It has never been cleared for public use. One line from David converts the strongest concrete number DCA owns from internal to publishable. Worth prioritising: it is the only hard number in a month built entirely on qualitative claims.
Hospitals retain every existing payer contract	CONFIRMED internally, CONFIRM scope	Register lists it Confirmed: DCA sits alongside the existing plan and does not replace the carrier network. The September wording states it as an absolute, in a saveable carousel. Confirm the absolute, not the principle.
Plan document, deductible, enrollment, network and employee card unchanged	BLOCKED	Not itemised anywhere in the register at this level of specificity. September Post 4 is built entirely on this five-item list. If any item is conditional the asset needs rebuilding, not editing.
National across every named service line	CONFIRMED for reach, BLOCKED for service lines	Register confirms national operation with no fixed regional footprint. It does not confirm that every named service line is available nationally. Post 11 and Post 12 name service lines.
Navigation produces fewer reschedules or incomplete arrivals	BLOCKED	An operational outcome claim about DCA. The register blocks all DCA-specific outcome claims until documented volume plus David or Tim sign-off. Post 9 carries a written safe fallback so it can run either way.
No cost, no prior authorization, no denials, no balance billing	CONFIRMED, not used	Register confirms all four in Methodology. None appears in any of the thirteen selected September captions, so nothing is waiting on them this month.

Part 2: Proof Strategy

1. What published data says about this approach

The register's existing LinkedIn proof rests on Cleverly. Two further publishers, pulled today, independently corroborate it and add a format ladder Cleverly does not provide.

SOURCE	SAMPLE AND PERIOD	WHAT IT ESTABLISHES
Socialinsider LinkedIn benchmarks	1.3M posts across 16,645 business pages, Jan 2024 to Dec 2025	Format ladder by engagement rate: native document 7.00%, multi-image 6.45%, video 6.00%, image 5.30%, text 4.50%, poll 4.20%, link 3.25%. Company page average 5.20%. Engagement over impressions, LinkedIn's own calculation.
Oktopost LinkedIn Benchmark	1,000+ B2B company pages, March 2026	Median B2B company page engagement 5.72%, with 826 median impressions and 51 engagements per post. Top decile reaches 22.45%. Recommended carousel length 5 to 15 slides.
Metricool LinkedIn Study 2026	673,658 posts	Personal profile carousels see 63% higher engagement than company page carousels.
Buffer, State of Social Media Engagement 2026	18.8M X posts through 3 Dec 2025	X median engagement 2.5%, the lowest of the major platforms. LinkedIn roughly 6.2%. On X, text 3.56%, image 3.40%, video 2.96%, link 2.25%. Premium and non-Premium diverged after January 2025, with non-Premium median reaching 0%.

Read together, three things follow. DCA's verified 7.46% July engagement now clears two independent benchmarks rather than one: Cleverly's healthcare vertical range of 2.5 to 4.5%, and Oktopost's median B2B company page at 5.72%. The document format is the highest-performing organic format on LinkedIn by two separate measurements taken by different publishers on different samples. And X is not a comparable channel to LinkedIn at all, which the register previously had no basis to say.

2. Comparable approaches

The register's existing comparables stand and are not repeated here: Dentons' direct-contracting primer as market validation, and the WG Content and CMG Health Marketing engagement as the closest content-mechanic parallel.

One addition worth making. The Oktopost top-decile figure of 22.45% is the more useful ceiling to plan against than a median. It establishes that B2B company pages in this range are achievable rather than exceptional, which matters because DCA at 7.46% is already well above median and the honest next question is what the ceiling looks like. A tripling from here is documented as reachable by pages in the same dataset.

No public case study matches DCA's exact model. That remains true and should keep being said plainly rather than papered over with a loose analogue.

3. Why this mechanic fits DCA, and the one place it does not

September's content plan runs three carousels out of thirteen posts, against zero in the prior structure. That is the format test the renewal Improvement Plan committed to, and it is now supported by three publishers rather than one. Two refinements the data suggests:

- Carousel length. Oktopost puts the engagement band at 5 to 15 slides. The September plan runs posts 6 and 10 at five pages, which sits at the floor of that band, and post 12 at four pages, which sits below it. Extending post 12 to five pages costs one artboard.
- The ten static posts are leaving measurable performance on the table. Multi-image sits at 6.45% against single image at 5.30% in the Socialinsider ladder, a difference of more than a fifth, and a multi-image post is a production variant of a static rather than a new asset class. Worth testing on two or three of the ten before committing the format.

THE PLACE IT DOES NOT FIT, AND THIS IS THE REAL FINDING

DCA is producing thirteen X companions a month for a channel whose median engagement rate, for accounts without Premium, is zero.

Buffer's study is the largest X dataset available, 18.8 million posts, and its finding is structural rather than seasonal: Premium and non-Premium accounts tracked together until January 2025 and then diverged permanently, with non-Premium median engagement falling to 0% by the study's final months. X's own tiered visibility mechanics are the stated cause.

Whether @The_DCAlliance is Premium is an open question on DCA's own client profile, and pricing X Premium is an open task. Those have been treated as administrative. They are not. They decide whether roughly a third of the month's production effort reaches anyone.

The honest framing for DCA: X is currently unmeasurable against any credible external benchmark, because the only rigorous dataset says the answer depends entirely on a subscription status nobody has confirmed. That is not a reason to abandon the channel. It is a reason to confirm the status before producing another month of companions, and to state in reporting that X performance is unbenchmarked rather than implying it sits alongside LinkedIn.

4. Regulatory and credibility context

Unchanged in substance from the register and deliberately not restated at length. The single verified case is Stern v. JPMorgan Chase, No. 1:25-cv-02097 (S.D.N.Y.), 11 March 2026, Judge Jennifer L. Rochon, which survived a motion to dismiss in part on prohibited-transaction counts tied to PBM selection. The December 2025 letter came from state financial officers of twelve states acting as shareholders and was a request for information, not an enforcement demand. Both were tightened on 2026-08-17 after being overstated, and neither should be restored to the stronger wording.

What September adds is a demonstration rather than an assertion. Two of the thirteen posts, September 4 and September 23, take DCA's own claims discipline as their subject: naming what DCA will not publish, and handing brokers four questions to apply to any vendor's savings claim, DCA included. That converts the verification rigor from overhead into the content itself.

The register already argues that DCA operates to the evidentiary standard the buyer's own counsel is telling them to demand. September is the first month where that argument is made in public, in DCA's voice, rather than made internally about DCA. That is the brand development move, and it is the reason the Post 1 statistic matters more than a single citation normally would.

5. Why DCA should believe this works for them

Because the part that has been tested already worked, and the part that has not is now measurable.

1. July's verified 7.46% engagement was produced with exactly the content this plan continues: a named executive voice, audience-specific segmentation, sourced statistics only. It clears the healthcare vertical range of 2.5 to 4.5% and the median B2B company page at 5.72%. Two independent benchmarks, one live-pulled native export, no internal estimate anywhere in the chain.
2. July's single best post at 16.67% engagement was a stat-led educational explainer, and the one patient-story post underperformed. September is built on that evidence rather than on the prior assumption that patient stories are DCA's strongest format. The assumption was tested and it lost.
3. The carousel test is now backed by three publishers instead of one, and it is being run at three posts out of thirteen rather than as a wholesale format change. If document posts perform for DCA the way they perform across 1.3 million posts, the ceiling in the same dataset is 22.45%.
4. The two things that could undermine the month are both named and both closable this week: one unverified statistic in Post 1, and an unconfirmed X Premium status. Neither is a strategy problem. Both are one answer away.

A skeptical reader asking why this will work for DCA specifically gets the same answer the register has given since August: because it already did, measured against outside data, and because the failures are named out loud rather than smoothed over. September is the first month where that discipline is also the product.

What this changes, in order

1. Rewrite Post 1 before September 2. Retire the 55 and 292 percent pair, rebuild the statistical spine on the Sun Life High-Cost Claims and Injectable Drug Trends report of 21 May 2026, and cite it by name and date. This is the only blocking item with a hard date.

2. Ask Tim whether @The_DCAlliance is Premium. One question. It decides whether thirteen X companions a month are reaching anyone.
3. Ask David to clear the 15-day payment guarantee for public use. It is the strongest concrete number DCA owns and it is currently sitting unused in an internal profile.
4. Extend Post 12 from four pages to five so all three carousels sit inside the 5 to 15 slide band.
5. Test multi-image on two or three of the ten static posts. Second-highest format in the ladder, marginal production cost.
6. Retire the 55 and 292 percent figures from DCA's approved stat list at source, not just in Post 1, so they cannot resurface in October.

Sources

All pulled live 2026-08-24.

- Socialinsider, LinkedIn Benchmarks (1.3M posts, 16,645 pages)
- Oktopost, LinkedIn Carousel Best Practices for B2B (Oktopost LinkedIn Benchmark, March 2026)
- Buffer, The State of Social Media Engagement 2026 (18.8M X posts)
- Sun Life, High-Cost Claims and Injectable Drug Trends report, 21 May 2026
- Healthcare Finance News, Million dollar claims increasing among employer plans (15 May 2023, the superseded source)

Carried forward from the existing DCA Claims Register and Proof Strategy, not re-pulled this pass: Cleverly LinkedIn and cold-email benchmarks, the 2025 Edelman-LinkedIn B2B Thought Leadership report, Dentons direct-contracting primer, WG Content and CMG Health Marketing case study, Jones Day May 2026 on ERISA fiduciary scrutiny.