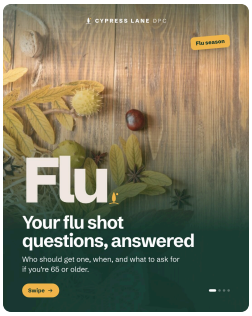
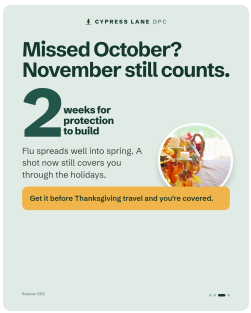
Sample approval sheet from Medfluencer. Cypress Lane, Dr. Reyes, the team and all prices are fictional.

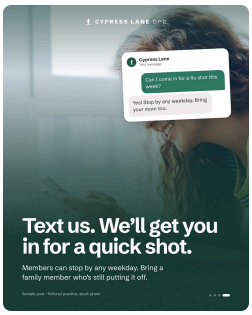
Cypress Lane Direct Primary Care (DEMO): posts for 2026-11

Please review each post. Reply "approved" or note changes by number. Nothing is published until you approve it. Clinical statements list their source; please confirm they match how you practice.









1. 2026-11-02 · Instagram + Facebook · carousel

Every November someone asks me if it's too late for a flu shot. It isn't.

Flu keeps spreading well into spring, and it takes about two weeks for protection to build. If you get it this week, you're covered before Thanksgiving travel.

If you're 65 or older, ask for a higher-dose or adjuvanted shot. CDC prefers those for your age group.

Members, text us and we'll get you in.

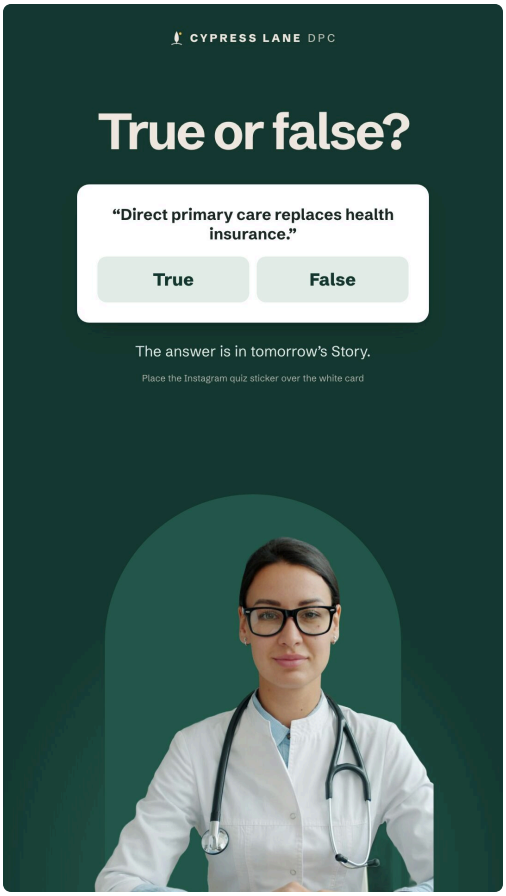
#FluShot #DirectPrimaryCare #LakeNona

Sources

- CDC, Interim Clinical Considerations for Seasonal Influenza Vaccines 2026-27, cdc.gov (checked 2026-10-27)

Adults only; pediatric flu guidance is in flux this season, so kids are not addressed.

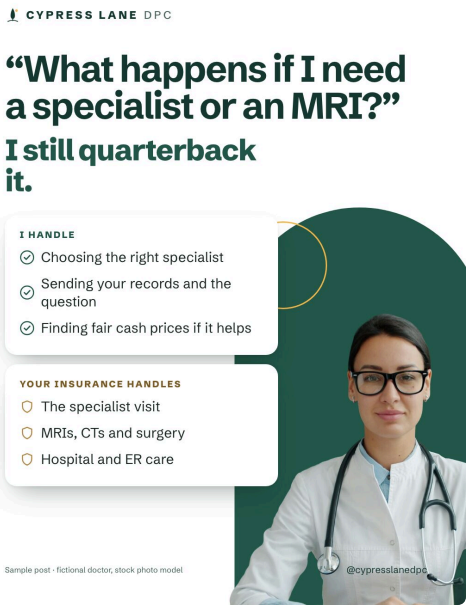
☐ Approved ☐ Change: _____



2. 2026-11-02 · Instagram · story (quiz sticker)

Story: add the Instagram quiz sticker over the white card. Question: "Direct primary care replaces health insurance." Options: True / False (correct: False). Follow-up story next day: "It's false. Keep your insurance for the big things."

☐ Approved ☐ Change: _____



3. 2026-11-04 · Instagram + Facebook · single

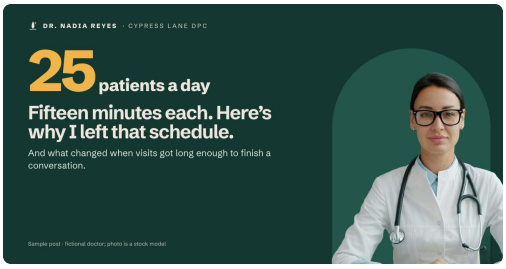
"What happens if I need a specialist or an MRI?"

Short version: I still run point. I pick the right specialist, send them your records and the actual question I want answered, and follow up when the report comes back.

Your insurance pays for the specialist visit and the imaging. If you'd rather pay cash for something like an MRI, I can help you find a fair price. Sometimes it's surprisingly cheap.

#DirectPrimaryCare #OrlandoDoctor #HealthInsurance

☐ Approved ☐ Change: _____



4. 2026-11-05 · LinkedIn · single

For eight years I saw 25 patients a day.

Fifteen minutes each, and a good chunk of that went to the computer. People would get to the real reason they came in with their hand on the door. I'd say "let's schedule a follow-up" and they'd wait six weeks.

In 2025 I opened Cypress Lane, a direct primary care practice in Lake Nona. Members pay a flat monthly fee, visits run 30 to 60 minutes, and patients can text me.

What changed most is that I finish conversations now.

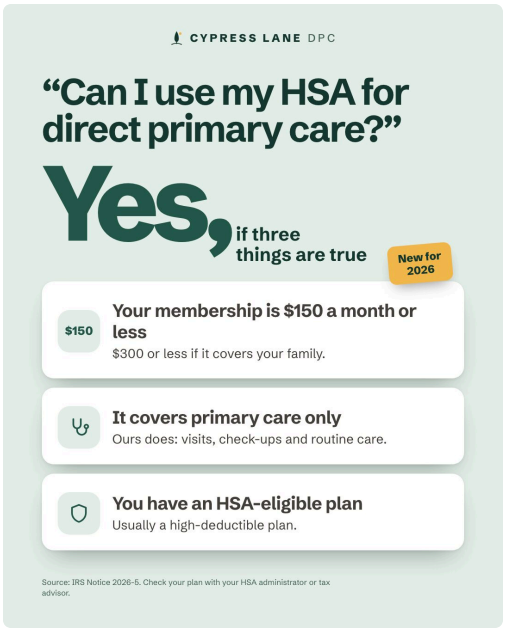
If you're a physician thinking about this model, I'm happy to talk about what I'd do differently.

#DirectPrimaryCare #FamilyMedicine

Photo is an Unsplash stock model standing in for the fictional Dr. Reyes (demo only).

Stock photo: send us your own photo and we will swap it in.

☐ Approved ☐ Change: _____



5. 2026-11-06 · Instagram + Facebook · single

Good news for HSA folks. Starting this year, you can pay for direct primary care from your HSA, as long as the membership is $150 a month or less ($300 for a family) and you're on an HSA-eligible plan.

Ours is $79 for adults, so it qualifies. Your HSA administrator or tax advisor can confirm how it works with your specific plan.

Open enrollment is a good time to look at this.

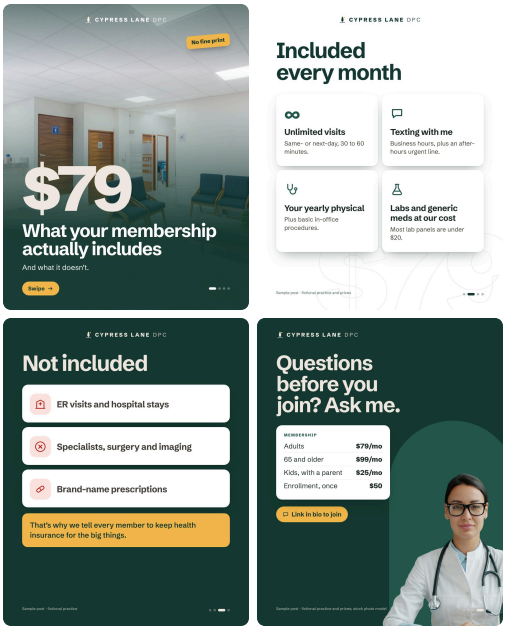
#HSA #DirectPrimaryCare #OpenEnrollment

Sources

- IRS Notice 2026-5 (HSA provisions of the One Big Beautiful Bill Act), irs.gov (checked 2026-10-27)

Tax topic: post includes 'check with your administrator or tax advisor'.

☐ Approved ☐ Change: _____



6. 2026-11-09 · Instagram + Facebook · carousel

People ask what the catch is. Here's the whole list, including what we don't cover.

The $79 gets you visits whenever you need them, texting with me, your yearly physical, and labs and generic meds at our cost. It doesn't cover the ER, hospital, specialists or imaging. That's what insurance is for.

Questions before you join? Send me a message.

#DirectPrimaryCare #LakeNona #OrlandoDoctor

Prices are fictional demo prices.

☐ Approved ☐ Change: _____



7. 2026-11-11 · Instagram + Facebook · single

I hear this one a lot: "Direct primary care is for rich people."

Our adult membership is $79 a month. A lot of our members are self-employed, run small businesses, or have high-deductible plans where a regular office visit costs them more than a month here.

It isn't right for everyone, and I'll tell you if I don't think it fits you. It's priced for regular people.

#DirectPrimaryCare #HealthcareCosts #Orlando

☐ Approved ☐ Change: _____



8. 2026-11-12 · Instagram + Facebook · single

If you've been in, you've met Maria. She's been here since the day we opened, she speaks English and Spanish, and she remembers everyone's kids' names.

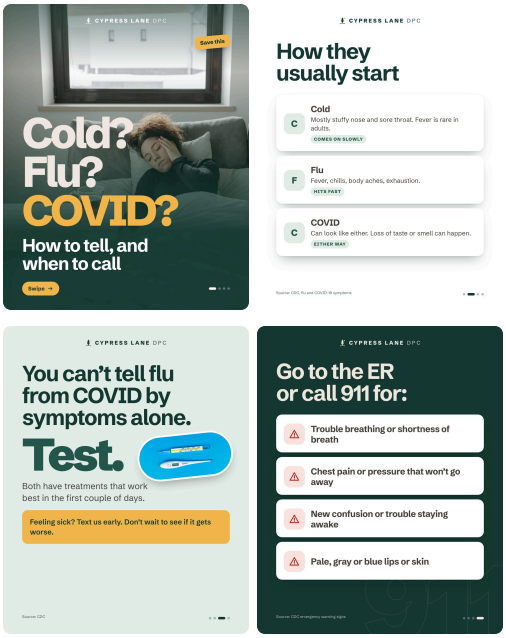
She also has opinions about which rashes I need to see. She's usually right.

Say hi next time you're in.

#MeetTheTeam #LakeNona #DirectPrimaryCare

Fictional team member; a real client would supply Maria's photo.

☐ Approved ☐ Change: _____



9. 2026-11-13 · Instagram + Facebook · carousel

Cold, flu or COVID? Honestly, sometimes I can't tell by looking either.

Colds tend to creep in. Flu tends to hit like a truck. COVID can look like both. A quick test is the only way to know, and it matters because flu and COVID both have treatments that work best early.

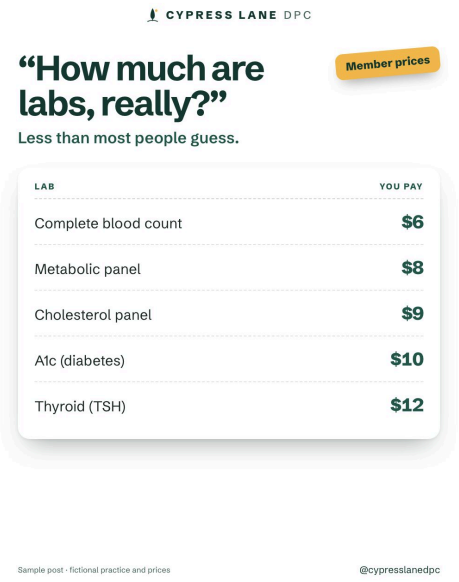
So if you're sick, text us sooner rather than later. Last slide: the signs that mean skip the text and go to the ER.

#FluSeason #COVID19 #DirectPrimaryCare

Sources

- CDC, Similarities and Differences between Flu and COVID-19, cdc.gov (checked 2026-10-27)
- CDC, emergency warning signs for flu and COVID-19, cdc.gov (checked 2026-10-27)

☐ Approved ☐ Change: _____



10. 2026-11-16 · Instagram + Facebook · single

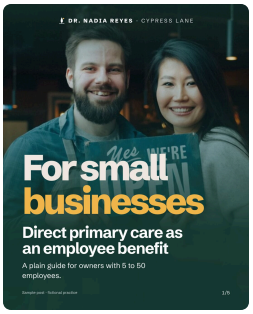
A patient told me her last cholesterol panel was billed at $280. Here it's $9.

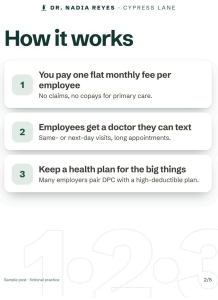
We buy labs at wholesale and pass that price straight to members. No markup, no surprise bill three months later. These are some of the ones we order most.

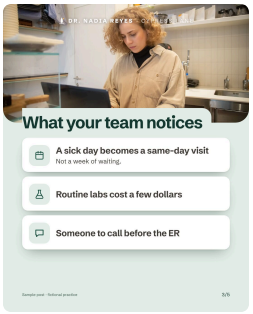
#LabTests #DirectPrimaryCare #PriceTransparency

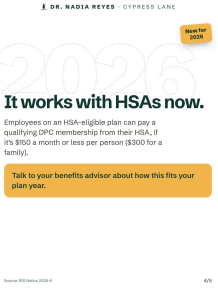
Lab prices are fictional demo prices. The $280 anecdote is invented for the demo; a real client must supply a real (de-identified) example or remove it.

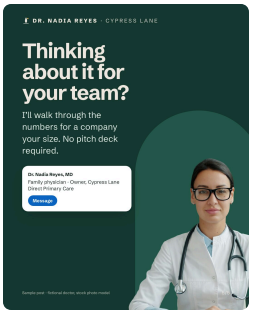
☐ Approved ☐ Change: _____











11. 2026-11-17 · LinkedIn · document carousel (PDF)

Small-business owners keep asking me the same question: can direct primary care work as a benefit for a team of 10 or 20?

It can. I put together a short guide on how it works, what employees actually notice, and the new 2026 HSA rule that makes it easier to pair with a high-deductible plan.

If you own a business in the Orlando area and want to run the numbers, message me.

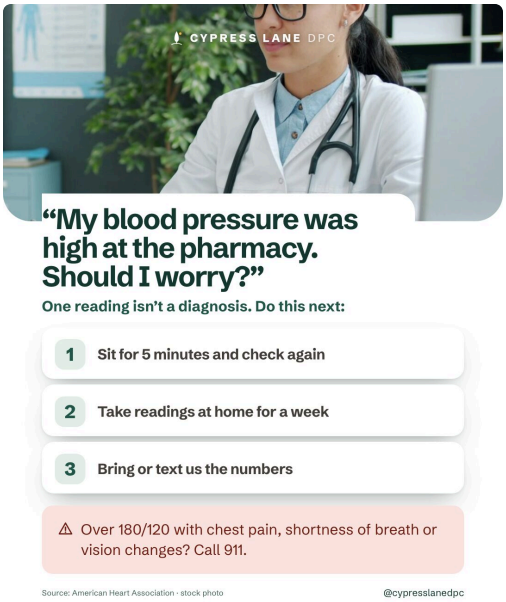
#EmployeeBenefits #SmallBusiness #DirectPrimaryCare

Sources

- IRS Notice 2026-5, irs.gov (checked 2026-10-27)

Upload ready-to-post PDF (p10-linkedin-employers.pdf) as a LinkedIn document.

☐ Approved ☐ Change: _____



12. 2026-11-18 · Instagram + Facebook · single

"My blood pressure was high at the pharmacy. Should I worry?"

Not from one reading. Those machines are a decent screen, but cuff size, rushing in from the parking lot and that coffee you just had all push the number up.

Check it again after sitting quietly for five minutes, then take readings at home for a week. Send me the numbers and we'll look at the pattern together.

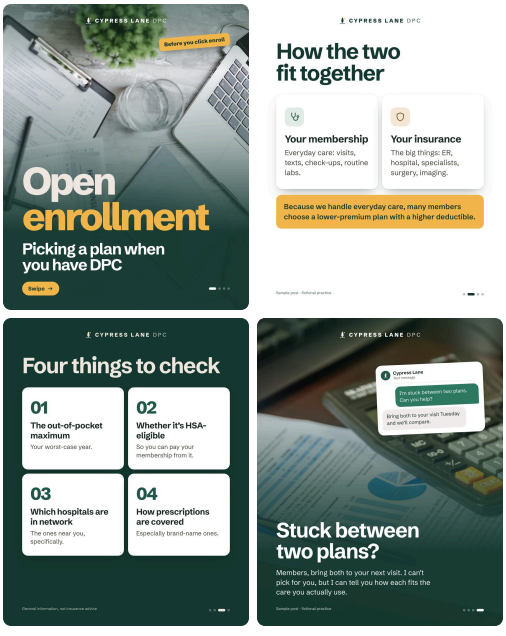
The exception: over 180/120 with chest pain, shortness of breath or vision changes is a 911 call.

#BloodPressure #HeartHealth #DirectPrimaryCare

Sources

- American Heart Association, Monitoring Your Blood Pressure at Home and Understanding Blood Pressure Readings, heart.org (checked 2026-10-27)

☐ Approved ☐ Change: _____



13. 2026-11-20 · Instagram + Facebook · carousel

Open enrollment season. If you have a membership with us, your plan choice looks a little different.

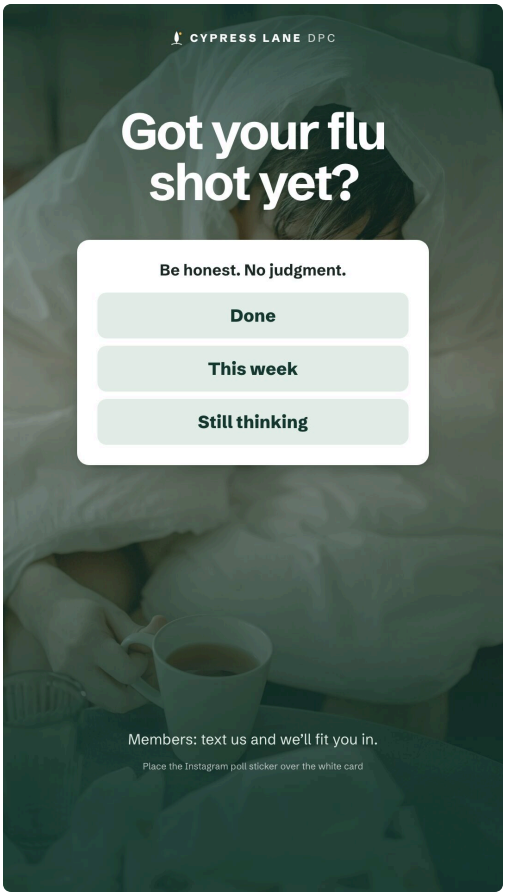
We cover the everyday stuff, so what you need from insurance is protection for the big things. Look hard at the out-of-pocket maximum, whether the plan is HSA-eligible, which hospitals are in network and how your prescriptions are covered.

I can't pick a plan for you, but bring your options to your next visit and I'll tell you how each one fits the care you actually use.

#OpenEnrollment #HealthInsurance #DirectPrimaryCare

General information, not insurance advice (stated on slide 3).

☐ Approved ☐ Change: _____



14. 2026-11-20 · Instagram · story (poll sticker)

Story: add the Instagram poll sticker over the white card with options Done / This week / Still thinking. Link sticker: booking link.

☐ Approved ☐ Change: _____



15. 2026-11-23 · Instagram + Facebook · single

I know. You feel awful and you want something that works.

But colds are viruses, and antibiotics only work on bacteria. They won't shorten a cold, and they can still give you side effects like diarrhea or a rash.

Rest, fluids and time are the real treatment. If it's lasting more than 10 days or getting worse instead of better, text me and we'll take a look.

#Antibiotics #ColdSeason #DirectPrimaryCare

Sources

- CDC, Antibiotic Use: Common Cold, cdc.gov (checked 2026-10-27)

☐ Approved ☐ Change: _____



16. 2026-11-24 · Instagram + Facebook · single

My kitchen counter this week. Biscuit has been supervising every loaf.

We're closed Thursday for Thanksgiving. Members, the after-hours line works like always, so call if you need us.

Thank you for trusting us with your care this year. Happy Thanksgiving, Lake Nona.

#HappyThanksgiving #LakeNona

Bread photo is Pexels stock (no people).

☐ Approved ☐ Change: _____

17. 2026-11-25 · LinkedIn · text only

Three business owners asked me about direct primary care this month. All three said some version of the same thing: "Our premiums went up again and my team still can't get an appointment."

I don't think DPC fixes everything. You still need a health plan for hospital care and specialists. But for a small team, a flat monthly fee for real primary care plus a leaner insurance plan is worth a look, especially now that HSAs can pay qualifying DPC fees.

If you're setting up benefits for 2027, I'm happy to walk through the math with you.

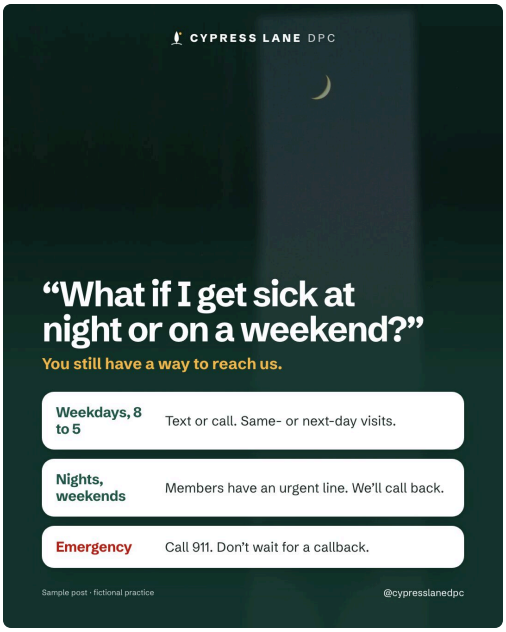
#EmployeeBenefits #SmallBusiness

Sources

- IRS Notice 2026-5, irs.gov (checked 2026-10-27)

The 'three business owners' line is demo copy; a real client must confirm it happened.

☐ Approved ☐ Change: _____



18. 2026-11-27 · Instagram + Facebook · single

"What if I get sick at night or on a weekend?"

During the week, text or call and we'll usually see you the same or next day. Nights and weekends, members have an urgent line and we'll call you back.

And if it's an emergency, call 911. Please don't wait on a callback for chest pain or trouble breathing.

#DirectPrimaryCare #OrlandoDoctor #LakeNona

Posted the day after Thanksgiving on purpose.

☐ Approved ☐ Change: _____



19. 2026-11-30 · LinkedIn · single

A quick one for anyone managing a team: colon cancer screening is now recommended starting at 45, not 50.

It's one of the most effective screenings we have, and there are at-home test options that take ten minutes. If you run wellness reminders or benefits emails, this is a good line to add.

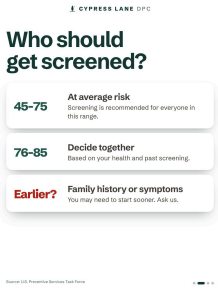
#WorkplaceWellness #PreventiveCare

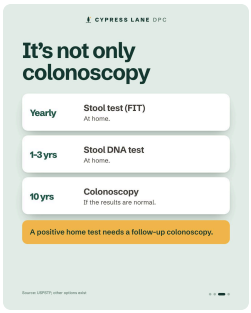
Sources

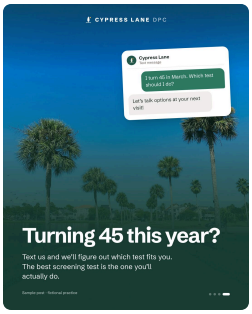
- USPSTF, Colorectal Cancer: Screening (2021) (checked 2026-10-27)

☐ Approved ☐ Change: _____









20. 2026-11-30 · Instagram + Facebook · carousel

If you're 45, it's time to think about colon cancer screening. The recommended age dropped from 50 a few years ago, and a lot of people missed the memo.

And it doesn't have to be a colonoscopy. There are at-home stool tests too. Each option has its own schedule, and a positive home test means you'll need a colonoscopy to follow up.

Family history of colon cancer? You may need to start earlier. Text us and we'll figure out what makes sense for you.

#ColonCancerScreening #PreventiveCare #DirectPrimaryCare

Sources

- U.S. Preventive Services Task Force, Colorectal Cancer: Screening (2021), uspreventiveservicestaskforce.org (checked 2026-10-27)

☐ Approved ☐ Change: _____