
Institute of Health

Doctor's Guide to Building a Compliant Online Business & Evergreen Community

Preface

This is the only online model that protects your licence as you scale.

The future of health is online.

This framework is specifically designed for **medical professionals in Australia, the UK, and the USA** who want to transition into digital delivery models without risking professional registration or regulatory breach.

We built this process for **safety at scale** — so you don't risk fines as high as **\$120,000 AUD**, or regulatory investigation from AHPRA, GMC, or state medical boards.

We designed it around the **strictest regulations globally (Australia)**. If it's safe in Australia, it will be safe anywhere.

Regulatory Baseline

Australia – AHPRA / Medical Board of Australia

- **Prohibited:** testimonials referencing outcomes, comparative claims, cure/reversal language.
- **Required:** moderation of third-party comments on social media.
- **Audited:** websites and social media regularly.
- **Penalties:** \$60k (individuals) / \$120k (companies).

Our Rule: If your process and content are compliant in Australia, they're safe globally.

United Kingdom – GMC & ASA

- Testimonials permitted, but must be genuine and not misleading.
- Misleading or unsubstantiated claims prohibited.
- Comparative claims discouraged.

Our Rule: UK has more freedom, but safest to follow Australian standards.

United States – FSMB, FTC, FDA

- FTC prohibits misleading or unsubstantiated claims.
- FDA prohibits cure/treat/prevent supplement claims.
- Testimonials are common, but litigation risk is higher.

Our Rule: Always use Australian standards as your floor for safety.

The IOH Online Business Model – Step-by-Step

Step 1: Launch a Challenge

- Run a **28-day health optimisation challenge**.
 - Use a prize incentive for the most engaged participant (not best outcome).
-

Step 2: Create a Private Group

- **Preferred:** Facebook (best features).
- **Alt:** HIPAA-compliant platform if required.

Description:

“This private group provides general health education. It is not a substitute for medical advice. Always consult your provider before making changes.”

Privacy Policy:

- Data retained for 12 months unless the client continues.
 - Clients may access, correct, or request deletion.
 - Data stored in HIPAA/GDPR-compliant systems only.
-

Step 3: Entry Questions

1. **Commitment:** “Are you ready to commit for 28 days?” (Yes/No)
 2. **Confidence Gauge:** “On a scale 1–10, how confident are you in your nutrition, supplements, and training?”
 3. **Support Hook:** “What’s one way this group could best support you?”
-

Step 4: Disclaimers

- **Pinned Post:** “This group provides general health education only. Not a substitute for personalised advice.”
-

Step 5: Welcome Video & Icebreaker

- Doctors post a 90-sec welcome video.
 - Members post an intro video (who they are, goal, excitement).
-

Step 6: Use Top Content as Guides

- Repurpose your best dashboard content into **Guides**.
-

Step 7: Recruit Champions

- Invite long-term patients, colleagues, or trusted clients as “community champions.”
 - Role: comment on every new post, model safe supportive engagement.
-

Step 8: Engagement Rule

- Every comment receives **praise** → **empathy** → **question**.
 - Champions trained to do the same.
-

Step 9: Repeat Entry Questions (for compliance)

- Commitment, confidence, support.
-

Step 10: Daily Value Posts

- Use the “28 State” system for daily education.
-

Step 11: QR Access

- Create QR code for waiting room, posters, and phone quick-share.
-

Step 12: Weekly Countdown

- Urgency framing each week.
 - Week 2: “21 days left.”
 - Week 3: “Halfway there.”
 - Week 4: “7 days left.”
-

Step 13: Polls

- Polls double as engagement + market research.
 - Example: “Which area is hardest: nutrition, movement, recovery, mindset?”
-

Step 14: Weekly Live Sessions

- Add Q&A or teaching call.
-

Step 15: Weekly Culture

- **Momentum Monday:** set intentions.
 - **Feel Good Friday:** members share wins (behaviours, not outcomes).
-

Step 16: Moderation SOP

- **Keep:** experiential, behavioural, or emotional wins.
 - **Redirect:** wellbeing symptoms (“I feel less bloated”) → reframe to habits.
 - **Remove:** comparative, treatment, or disease claims.
 - Always reply with empathy + safe redirection.
-

Step 17: Evergreen Check-Ins

- Weekly encrypted check-in sheet (HIPAA/GDPR compliant).
 - Only aggregate, anonymised data shared.
 - Members must tick consent for data use.
-

Step 18: Graduation Call

- 28-day group call with breakout rooms.
 - Questions: Why join? Biggest win? Next 6-month goal?
 - Record session + send replay.
-

Step 19: Prize Announcement

- Reward engagement, not outcomes.
-

Step 20: Transition to Paid Program

- The pre-launch offer expires in 7 days.
 - Offer “14-day love-it-or-leave-it” guarantee.
-

Numbers for Doctors

- 600–1,500 patients typical register.
- 10–20% interest → 60–300 signups.
- 50% follow-through → 30–150 participants.
- 40% engaged → 12–60 strong.
- 50–60% convert → 6–36 paid clients.

Financial Model:

- \$3,000 per program w/ testing.
 - Range: \$18k (worst-case) to \$108k (best-case) per challenge.
 - 3 challenges/year → \$54k–\$324k annual online revenue.
-

Required Assets

- QR posters & tent cards.
 - Invite templates (email/SMS).
 - Pinned disclaimer + group rules.
 - Welcome video + intro script.
 - 28 State posts preloaded.
 - Momentum/Friday templates.
 - 6 polls prewritten.
 - Check-in form automation.
 - Moderation cheat sheet.
 - Graduation call agenda.
 - Offer page (3 tiers) + guarantee copy.
 - Replay email sequence.
-

Compliance Checklist for Doctors

- Pinned disclaimer visible.
 - Group description includes compliance language.
 - No testimonials or outcome claims published.
 - Champions trained in moderation SOP.
 - Weekly engagement rules applied.
 - Privacy Policy issued & stored.
 - Encrypted check-in forms only.
 - Offshore data storage consent collected.
-

Outcome for Doctors:

Operate an online, evergreen business model **without jeopardising your licence**, while building a compliant, scalable community that generates recurring revenue.
