



# Kirill Lopatin

Helping U.S. radiology groups scale with ready-to-sign AI reports, reviewed by our radiologists | Founder & CEO @ xAID

12k followers • [View Profile](#)

**3**

POSTS / WEEK

**10 AM, UTC**

MAIN POSTING TIME

**40**

AVG REACTIONS

5 comments

**71%**

CALL-TO-ACTION

FREQUENCY

## #1 SUCCESS FACTOR

They repeatedly turn hard-to-get industry research into simple, ready-to-use resources people can request in the comments. That single move creates huge reach (because the comments pile up) and a steady stream of warm conversations (because the same people then accept a connection or reply in DMs), and the profile's "trust + proof" packaging makes those new visitors comfortable taking the next step.

## FORMAT BREAKDOWN

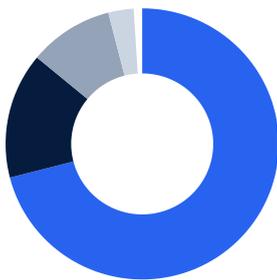


Image	71%	40 avg reactions
Carousel	15%	30 avg reactions
Text Only	10%	20 avg reactions
Video	3%	50 avg reactions

## 7 Tactics You Can Steal

01 [Use your profile like a mini landing page with hard proof](#)

02 [Start with a big number and say it's all in one place](#)

03 Show what's inside the free list before you ask for comments

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04 Ask for one word in the comments, then send the link

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05 Make the value feel real by naming the pain and time saved

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06 Use a simple image for your best posts, not a carousel

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07 Say something surprising, then prove it with several numbers

# 7 Tactics You Can Steal

## 1 Use your profile like a mini landing page with hard proof

When a post takes off, lots of people click your name. This profile is built to convert that spike: the headline says exactly who it helps and what it delivers, and the banner adds hard numbers that answer trust questions fast. That matters here because the biggest reach comes from directory-style posts (17 of 91 posts average 24.89x engagement), so each viral spike needs to turn into follows, connections, and DMs. Do it by putting your buyer, outcome, and one strong trust signal in your headline, then stacking 3–5 proof points in your banner (quality, speed, coverage, error rate, results).

[Example 1 →](#)

[Example 2 →](#)

[Profile →](#)

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## 2 Start with a big number and say it's all in one place

Several of the highest-performing posts open with a huge count (100+, 200+, 300+, 400+) and a simple promise like “now in one place.” That instantly tells people two things: this is complete, and it will save them effort. It’s not a small effect—these directory posts dominate the top performers, reaching extreme engagement levels (for example, one of these list posts hit 128.12x relative engagement). Do it by putting the number in the first 8 words, then add “in one place” and what the list is about (funds, providers, tools, companies).

[Example 1 →](#)

[Example 2 →](#)

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## 3 Show what's inside the free list before you ask for comments

The best resource posts don’t just say “I made a list.” They preview the exact fields inside (columns, tags, filters, links), so people trust it’s usable before they comment. This reduces “Is it worth it?” doubt, which helps drive the massive comment threads these posts are known for. You can see the payoff in the top resource posts, which range from roughly 7.65x up to 128.12x relative engagement. Do it by adding 5–10 bullets like “name, website, LinkedIn, location, stage, focus tags, deadline,” written in plain words.

[Example 1 →](#)

[Example 2 →](#)

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**4**

### **Ask for one word in the comments, then send the link**

A repeat pattern is: give the value in the post, then ask readers to comment a single keyword to get the full resource. That turns “I want this” into comments, and comments push LinkedIn to show the post to more people. Across 91 posts, content with CTAs averages 7.52x relative engagement versus 1.50x without CTAs, and the biggest lift comes from these comment-to-receive list posts. Copy it by ending with one line like: “Comment ‘PACS’ and I’ll DM it—make sure we’re connected.”

[Example 1 →](#)[Example 2 →](#)**5**

### **Make the value feel real by naming the pain and time saved**

These posts don’t just share information—they name the ugly reality (scattered sites, messy data, endless searching) and then promise a clear time win (days/weeks down to minutes). That makes the resource feel like a real shortcut, not “nice to read.” It shows up repeatedly in the highest performers, especially the large lists with “spent a week” effort signals and “weeks to minutes” outcomes. Do it by adding one short line that compares “before vs after,” like “This used to take me a week; now it’s a quick filter.”

[Example 1 →](#)[Example 2 →](#)**6**

### **Use a simple image for your best posts, not a carousel**

The strongest content here is built to spread fast, and images are the workhorse format. In the dataset, image posts average 7.77x relative engagement, while carousels average 0.86x, largely because the biggest lead magnets are shared as single, scannable images. A single image is easier to stop on, screenshot, and share—and it’s perfect for showing a quick preview of what’s inside your resource. If you have a list or map, test posting it as one clear image with a short caption, and save carousels for dense “step-by-step” explanations.

[Example 1 →](#)[Example 2 →](#)**7**

### **Say something surprising, then prove it with several numbers**

When the content is opinion or analysis (not a directory), the best posts lead with a punchy claim that people want to debate, then immediately back it up with multiple concrete stats. That mix gets attention without sounding like a rant, and it gives readers something specific to quote and argue with. In this dataset, research-style posts that follow “surprising claim + hard numbers + implication” are the ones that consistently rise above baseline (7 posts at  $\geq 2.0x$  average 5.00x). Do it by putting your claim in the first line, then list 4–8 numbers (ratios, counts, outcomes), and end with one calm takeaway readers can discuss.

[Example 1 →](#)[Example 2 →](#)

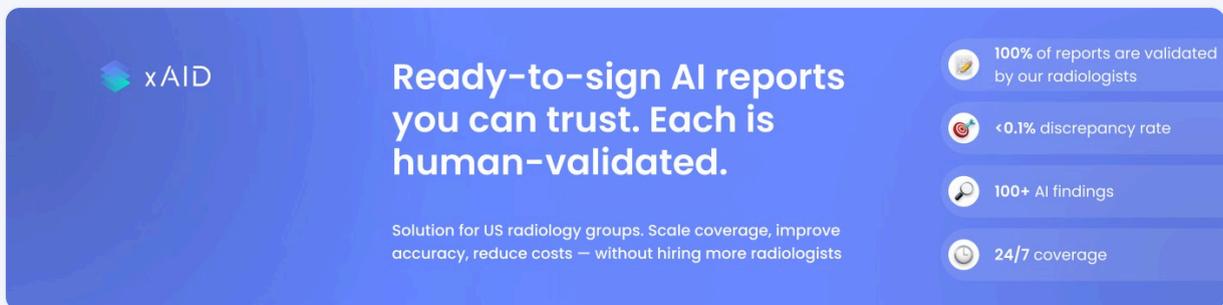
# Profile Breakdown

## HEADLINE FORMULA

Helping U.S. radiology groups scale with ready-to-sign AI reports, reviewed by our radiologists | Founder & CEO @ xAID

Helping [very specific buyer] achieve [clear outcome] with [specific deliverable], backed by [trust/proof signal] | [Role] @ [Company]. It works because it reads like a purchase-ready offer (not a job title) and removes the biggest buyer fear by baking proof/quality control into the same line.

## BANNER STRATEGY



**xAID**

### Ready-to-sign AI reports you can trust. Each is human-validated.

Solution for US radiology groups. Scale coverage, improve accuracy, reduce costs — without hiring more radiologists

- 100% of reports are validated by our radiologists
- <0.1% discrepancy rate
- 100+ AI findings
- 24/7 coverage

A product-style banner that stacks 3–5 scannable proof blocks (hard metrics, constraints, and coverage promises) that directly answer “Is this safe, accurate, and operationally ready?”. It works because busy decision-makers can understand the offer and risk level in seconds, before they even scroll.

# Content Strategy

PILLAR	%	WHAT CRUSHES	EXAMPLES
Databases, directories, and market maps people can use immediately	19%	This is the main growth engine: compiled lists/maps/trackers are 17 out of 91 posts (18.7%) but average 24.89x relative engagement. The broad "money + market map" style resources perform best (7 posts averaging 53.67x), while narrower operational lists (like vacancy-style lists) drop sharply (5 posts averaging 3.28x), and making a list "public link only" tends to underperform compared to comment/DM delivery.	<a href="#">Post 1</a> <a href="#">Post 2</a>
Research and industry posts that turn papers into practical takeaways	68%	The winning template is: a surprising claim, several hard numbers, then a clear "so what" for operators. The strongest research-style posts (7 posts at $\geq 2.0x$ relative engagement) average 5.00x, while looser policy/industry updates without a sharp takeaway often land far below baseline (9 posts at $\leq 0.40x$ averaging 0.34x).	<a href="#">Post 1</a> <a href="#">Post 2</a>
Product and category stories (xAID/TeleX) tied to real workflows	6%	Product posts are useful for credibility but are not the main reach driver: explicit product content is 5 out of 91 posts (5.5%) averaging 1.90x relative engagement. Bigger launch-style framing tends to beat short feature demos (launch-framed posts average 2.79x vs feature-first demos at 1.30x), especially when it's written as a category fix, not a spec sheet.	<a href="#">Post 1</a> <a href="#">Post 2</a>
Founder voice and community (pattern breaks between technical posts)	8%	Humor/satire-style founder posts outperform other personal formats (2 posts averaging 3.61x) and work as a reset between dense technical posts. Low-effort community asks like polls/event interest checks are among the weakest formats (2 posts averaging 0.40x), so the personal content that wins is the kind with an actual point or punchline.	<a href="#">Post 1</a> <a href="#">Post 2</a>

# Conversion Strategy

## Their Offer(s)

xAID: ready-to-sign AI radiology reports for U.S. radiology groups, with radiologist validation and clinical-grade quality controls.

TeleX: a platform to compare/procure teleradiology outsourcing offers

Industry databases and maps (VC funds, grants, provider directories, vendor lists, trackers) shared via comments/DMs

## How They Promote in Posts

CTAs are used often, but in two different ways. If you count any CTA (including a simple end question like "Thoughts?"), about 71.43% of posts include one; if you only count the "comment to receive the asset" style CTAs, it's closer to ~20.9%. CTAs are usually the last 1–2 lines, after the value, and they correlate with much higher performance (posts with CTAs average 7.52x relative engagement vs 1.50x without), largely because the list posts use one-word comment gates that generate huge comment volume and then move the relationship into DMs.

[Example 1 →](#)

[Example 2 →](#)

[Example 3 →](#)

## How They Promote in Profile

The profile does most of the heavy lifting after a post goes viral: headline + banner make the offer and trust signals obvious "above the fold," the About section explains the mechanism and why it's low-risk, and the Featured section highlights a high-utility resource that gives new visitors an easy reason to click, follow, or message. Net effect: posts create reach and inbound requests; the profile turns that attention into qualified conversations and product interest.

[View Profile →](#)

# Top 10 Posts

1



## 200+ healthcare VC funds in the US – now in one place

He shares a structured database of healthcare-focused VC funds in the US and explains it was compiled to remove days of manual searching. He lists the exact fields included (like fund focus, stage, geography, and direct links) and offers to send the link to anyone who comments a keyword.

♡ 875    💬 4611    ↻ 23

2



## 200+ healthcare VC funds in the UK & EU – finally in one place

He publishes a cleaned and verified list of healthcare VCs across the UK and EU, describing how it was compiled and checked. He details the tags and filters inside (thesis, stage, geography, links) and tells readers to comment a keyword to receive it.

♡ 645    💬 3098    ↻ 27

3



## We've just finished mapping 400+ MedTech startups across the US - from radiology AI to robotics, wearables, and digital diagnostics.

He shares a map of hundreds of MedTech startups across the US, spanning multiple categories so the list feels complete. He describes what's included (locations, links, short descriptions, filters) and invites people to comment a keyword to get it.

♡ 645    💬 2776    ↻ 23

4



## We've just spent a week and compiled a list of 200+ MedTech startups across the UK and EU - from AI in radiology to robotics, wearables, and diagnostics.

He shares a region-specific directory of MedTech startups across the UK and EU and says it took significant time to compile. He lists what's included (HQ, links, short descriptions, filters) and offers to send the resource to commenters.

♡ 434    💬 988    ↻ 8

5



## 100+ healthcare grants in the US - now in one place!

He compiles active healthcare grants across the US and lists the exact decision fields inside (amounts, deadlines, eligibility, and links). He positions it as a way to avoid outdated information and asks readers to comment a keyword to receive the full list.

♡ 252    💬 811    ↻ 9

6



## List of 100+ healthcare grants in Europe & UK - now public

He shares a Europe/UK grants list and explains the core problem: funding calls are scattered across many places. He highlights filters like country, stage, funding type, and deadlines, then tells readers how to get the link.

♡ 174    💬 690    ↻ 16

7



### Half of radiology AI models were rejected

He summarizes a real-world audit where many AI tools considered for use were not approved, and he lists multiple outcomes across accuracy, time savings, and financial impact. He adds a nuanced takeaway about why time saved doesn't always turn into money saved, then links to the source.

♡ 698    💬 54    ↻ 65

8



### 300+ US radiology providers. One place. 🔥

He maps hundreds of radiology providers into one directory and explains what information is included for each entry (type, links, descriptions). He explains who it helps (people building, selling, partnering, or doing market research) and asks for a keyword comment to send the full version.

♡ 129    💬 333    ↻ 6

9



### We just mapped 100+ teleradiology companies across India, MENA, and LATAM. All in one place.

He shares a directory of teleradiology providers across multiple emerging regions and describes filters that make it usable (location, links, descriptions). He frames it as a tool for anyone trying to build partnerships or sell into those markets and invites keyword comments to get it.

♡ 157    💬 247    ↻ 0

10



### ! We just spent a week and mapped 100+ PACS, RIS, and transcription tools - all in one list. !

He compiles a vendor list for key workflow tools into a single resource and explains how it's organized (categories plus short descriptions). He calls out the people who would use it (those who build, buy, or sell into the space) and asks for a keyword comment to share it.

♡ 107    💬 215    ↻ 7