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AI Marketing for Dentists

A little bit of Analog too

Daniel Hinkle – SVP Sales & Marketing, AvaDent

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Transform Patient Experience. Automate Smarter.

Discover why every modern dental office deserves an AI communication platform, built for patients, powered by trust.

Why Embrace AI in Your Dental Practice?

1. Deliver 24/7 responsiveness - Patients expect fast answers. An AI operator can handle routine requests instantly — even after hours — without leaving callers waiting.

2. Eliminate bottlenecks, free your team - AI can automate appointment booking, rescheduling, reminders, and common inquiries. Your staff gets to focus on high-value tasks, not repetitive calls.

3. Capture more leads, don't let them slip away - Many prospective patients give up when they hit voicemail or unanswered texts. They call the next dentist in your market. AI ensures no lead is left unattended.

4. Reduce no-shows and optimize scheduling - Smart reminders, reschedule prompts, and dynamic slots allocation help maximize your chair time and minimize gaps.

5. Improve patient satisfaction and trust - A recent study showed AI-generated patient messages scored higher in clarity and satisfaction compared to human replies in medical contexts. Well-designed virtual assistants also boost engagement, accessibility, and perceived responsiveness.

6. Maintain compliance and secure communication - Top AI platforms designed for healthcare include encryption, audit logs, and built-in HIPAA protections — so your patients' data stays safe.

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I don't want to annoy my patients with AI.

It's a fair question, and here are some things to think about before implementing an AI communication platform.

1. Patients always have the option to "talk to a human" if the AI can't help—no dead ends. The AI is not cold, robotic, or rigid; it's designed to communicate in a warm, patient-centered way.

    - It "listens," affirms, and uses polite, human-friendly language ("I understand," "Let me help you," "That's a great question").
    - It handles edge cases or misunderstandings gracefully ("I'm sorry, I didn't quite catch that — would you mind rephrasing?").
    - It anticipates emotional cues (e.g., frustration, confusion) and adjusts its responses ("I understand this can feel overwhelming — let me route you to someone who can explain in detail").
    - It avoids blunt, "robotic" errors or dead-end messages, such as "Unknown command," with no help.

    In short: the AI should mimic conversational norms of empathy and politeness, not just "answer or fail."

2. The AI should never be the only path — there's always an "escape hatch" to a human or more capable agent when needed. In practice, that means:

    a. If the AI cannot understand the user's request or is unsure, it offers to transfer to a human.
    b. If the dialogue becomes too complex (insurance, multi-part questions, urgent issues), the AI escalates to staff.
    c. If the user explicitly asks for a "real person" ("I want to talk to someone"), the AI immediately hands off.
    d. The AI's flows include logic to detect "failure states" (too many misunderstandings, repeated loops) and redirect to human support.

That ensures no dead ends — the patient is never stuck talking to an AI that can't help.

Why All This Matters

- **Trust & Comfort:** Patients are more likely to accept an AI front line if they feel heard and safe, and if they know there's human backup when needed.
- **Reduced Frustration:** When AI fails to parse a question, many systems respond with "I don't understand" and leave the user hanging — that's frustrating. Having a fallback prevents that.
- **Liability & Risk Mitigation:** In healthcare, you don't want the AI to mismanage a sensitive issue. Escalation paths guard against mistakes being handled autonomously.
- **User Experience Design Best Practices:** In conversational design, fallback/recovery paths are a core principle. Designers refer to "recovery strategies," "graceful degradation," and "fallback intents," among others.
- **They Are Not Your Patients Yet:** If you're advertising, they are not yet your patients. Usually, leads from advertising want to connect right away, and if they cannot, they call the next office in the area.
- **Voicemail is More Annoying than AI:** Approximately 39% of your leads will come in after 6 PM, and promptly answering a potential patient's questions will help build trust.
- **Friendly, humanized tone**z: The AI is scripted to sound natural, warm, and conversational — not robotic or blunt.
- **Transparency is key:** Let patients know they're speaking with a virtual assistant. Honesty breeds trust.
- **Gradual rollout = low risk:** Start by using AI on specific channels (such as after-hours support or web chat) and measure the reactions. Adjust as you go.
- **Continuous improvement:** Feedback loops capture patient sentiment so you can refine scripts, fix irritation points, and optimize flows.
- **Data-driven reassurance:** In a real-world medical deployment (over 900+ cases), patients rated AI conversations higher in clarity and satisfaction vs standard care, with high opt-in rates (81%).

That shows with proper design and oversight, AI doesn't have to annoy — it can enhance.

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Numbers: Why AI & Speed Pays

Responding to a lead within five minutes increases booking likelihood by up to 10 times. For a typical office with 120 inquiries per month:

- Raising booking rates from 20% to 35% yields +18 consults.
- If one in three consultations begins treatment at $3,000 each, that's $ 9,000 additional revenue per month.
- At a 35% margin, the profit is $6,300 monthly or $75,600 annually.
- With costs of $9,540 per year, the ROI is an impressive 793%.

What to Look for in an AI Communication Platform

Feature	Why it Matters
HIPAA compliance / secure messaging	Protects patient privacy and avoids regulatory risk
Human fallback / escalation	Prevents frustration in complex or sensitive cases
Conversational NLP & context memory	Makes interactions feel natural and consistent
Integration with your PMS / scheduling system	Prevents double bookings, data silos, and errors
Analytics & reporting	Lets you see what's working and where patients drop off
Script editing & version control	You can adjust tone & flows as you learn from patient feedback
Trial / pilot capabilities	You can test before fully committing

CRTX AI ---> Better Patient Communication

CRTX enables:

- 24/7 instant responses via phone, text, chat, forms, and DMs…
- Prequalification for insurance, financing, and basics
- Scheduling and booking with seamless links to team calendars.
- Escalation and callbacks when needed.
- Automated follow-ups and reminders.
- Integrated lead scoring, unified timelines, and CRM syncs

The result is a streamlined front office where every patient feels heard, and no opportunity is missed.

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How CRTX Designs a Patient-Friendly AI Operator

- Warm, conversational voice & script
- Clear escalation to a human when needed
- Transparent disclosure (you're speaking with a virtual assistant)
- Safeguards to detect distress, confusion, or complexity
- Ongoing analytics & feedback loops
- HIPAA-enabled communication, encryption & audit trails

Bill Hanekamp – 312-804-3366 www.crtxagent.com
$795/M AvaDent special $399

Frequently Asked Questions from CRTX

What is CRTX, in one line?
CRTX is a virtual sales associate ("Grace") for your practice. She answers in seconds by phone, text, chat, forms, and DMs; prequalifies; books; follows up; and brings your team in when needed—without changing your phones or calendar.

Do we have to switch phone systems or calendars?
No. Keep your phone and calendar. CRTX plugs in beside them, handles the busy work, and pings your team for VIP moments. No migrations. No new system to learn.

How does booking work?
When permitted, Grace books directly into your PMS. If direct write isn't allowed, she takes the appointment request and your office confirms it later, or she sends an online scheduling link. Your calendar stays the source of truth.

What channels does Grace handle?
Phone (after-hours + rollover), text, website chat and forms, Instagram/Facebook DMs, and review replies, and treated as one continuous conversation in a single timeline.

Can Grace prequalify leads to reduce no-shows?
Yes. She confirms insurance posture, reviews financing options, checks basics (timing, location, transportation), then books or flags the case. For card-on-file policies, your team collects the card (or we send a landing page).

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Frequently Asked Questions from CRTX

What happens when something needs a human?
Grace stops pushing messages and alerts your team instantly (Practice Follow-Up) for "please call me," pain/urgent issues, or tricky coverage/financing questions—so a person jumps in fast.

How fast can we go live?
48 hours. Kickoff (30 minutes), set forwarding and snippets, test calls/texts/DMs, and you approve the final test call.

Does CRTX work with Weave/Mango/RingCentral and Dentrix/Open Dental/Eaglesoft?
Yes. Keep your tech stack. Phones forward/roll to Grace; PMS booking is direct, where permitted, or via confirmed hold + online scheduling link.

What about Go High Level (GHL) or other CRMs?
We use low-code API/webhook sync to mirror key events/notes. Exact depth varies by workspace and is finalized during onboarding. No rebuild required.

Can Grace handle Instagram/Facebook DMs?
Yes. We route IG/FB DMs to Grace so those conversations get instant replies and bookings, then land in your CRTX timeline with context.

Is this HIPAA-safe?
Yes. We follow "minimum necessary" collection, encrypt data, keep audit trails, and escalate sensitive/clinical items to your team.

How is success measured?
Owner Scorecard + Morning Brief: booked appointments (incl. after-hours), re-engagements, hours saved, VIP response time, and show-rate improvements.

Pricing and terms?
$795/month, month-to-month. 30-day money-back. Usage blocks are available as needed.

What if we only need after-hours coverage to start?
Great. Start with after-hours + no-answer rollover, then expand to forms/DMs once you see the lift.

Spanish?
Yes. Grace handles Spanish; we can add Spanish FAQs/scripts and (optionally) Spanish ads and landing pages.

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AI SEO & Paid Social Agents

Unlike traditional agencies, where 100% of work is human-driven, AI agents can autonomously perform the majority of SEO and paid advertising tasks. This includes:

- **SEO strategy** tailored to your practice.
- **Keyword research at scale** with daily publishing.
- **Technical fixes and link building.**
- **Conversion and local SEO optimization**.
- **Paid ads creative, campaign management, and budget optimization.**

AvaDent's results have shown a 29% increase in traffic and a 45% gain in keywords in just three months of implementation.

What GOMEGA.ai does for your SEO:

Here's What I Do - Think of us as your all-in-one, AI-powered SEO agency, doing everything to help you get results. I research, write, and code to help you achieve exceptional SEO results.

- **SEO Strategy** - Mega tailors a unique plan to your practice based on your data, goals, products, and services.
- **Keyword Strategy** - Identify high-ranking keywords through competitor analysis and search intent.
- **Content Creation** - Write on-brand blog posts and update existing content regularly.
- **Technical SEO** - Audit & fix site speed, crawl errors, indexability issues and much more.
- **LLM Placement**- Improve where how your business shows up in ChatGPT, Google Overview and other AI tools.
- **Link Building** - Increase domain authority with high-quality backlinks from reputable sites.
- **Conversion Optimization** - Improve page layout and calls-to-action for better conversions.
- **Programmatic SEO** - Automate large-scale SEO with dynamic, data-driven content creation.
- **Local SEO** - Optimize for local searches, maps, and Google Business Profile.

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What GOMEGA.ai does for your PAID Social

Here's What We Do

Think of us as your all-in-one, AI-powered Paid Ads agency, doing everything to help you get results. We launch, optimize & scale campaigns to help you achieve your goals with paid ads. Our collaboration tools simplify teamwork, ensuring smooth communication across time zones.

- **Strategic Direction** – We set the strategy so that ads can help your business grow

- **Audience Optimization** – We will test and optimize your target audience.

- **Campaign Management** – We will upload, launch, and manage all of your new and existing campaigns.

- **Implementation Solutions** – We will implement solutions such as pixels and tag managers for you.

- **Spend Efficiency** – We manage & optimize your budget between channels & campaigns.

- **Reporting & Insights** – We provide data-driven insights and performance reports.

- **Creative Testing** – We upload all your creatives and optimize their use between campaigns.

- **Design New Creative** - We design image creative for you at no extra charge.

AI SEO & PAID SOCIAL
Lucas Pellan 417-345-3514 Mobile

AvaDent® Digital Dental Solutions logo

AI Sales Training

AI goes beyond marketing—it also supports sales training.

AI Sales coaching Mpathic: AI monitors consults for empathy, clarity, and next steps, helping align care with patient values. mpathic's conversation intelligence platform supports doctors, clinical and dental assistants, consultants, and treatment coordinators by:

- **Actionable Feedback** - Deliver precise, real-time insights to improve patient communication effectiveness.

- **Enhanced Patient Experience Strategies -** Build accountability and strengthen communication practices across your team.

- **Scalable Training** - Provide on-demand, scalable coaching for consultants, assistants, and treatment plan coordinators.

- **Reduce Burnout** - Alleviate the strain on remote trainers by offering instant, AI-driven communication support.

AI SALES TRAINING
Julie Soukup 703-317-7165

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Social Video Content Creation, Editing and Posting

This is something I did not discuss directly it's called MarketScale and I am thinking about licensing this technology and providing it free to our customers. Please let me know if this is of interest to you.

Contact Dan Hinkle – 714-319-0364 if you would like to discuss.

Key Features: Crowd-Powered Media Creation MarketScale Studio - Premium Access

- Unlimited licenses and users, including:
- Request Media
- Record Media
- Podcast and conversation recording
- StudioMail video email, with screen recording
- Daily Video Soundbite Editing
- AI Writer and AI Translations

Enterprise Video and Podcast Channels

- Apple & Spotify
  - o Video player on website
  - o Promotional Content Published on relevant MarketScale Publications

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Closing Tools

PreVu: Visualization helps patients emotionally connect to outcomes, improving acceptance.

What is PreVu Dental

- PreVu is a cosmetic simulation and smile design tool used by dental practices to show patients what potential treatments (such as veneers, implants, whitening, orthodontics, and full-mouth rehabilitation) might look like.

- It helps with case acceptance by enabling patients to "see" their new smile before committing.

- There is a companion mobile app (available for Android, etc.) to streamline the process of taking photos and uploading them for simulations.

Features & Usage

- **Visual simulations:** Create before/after representations in under ~90 seconds.

- **Training & ease of use:** Includes video tutorials, "instruction mode" with step-by-step instructions, and optional personalized training sessions.

- **Licensing & cost:**

- Initial full 12-month "Essentials" package costs **$4,995** (first year)

- After that, the renewal is around **$325/month**

- **Flexibility:** Works on multiple computers, with team licenses.

- **Demo & trial:** You can schedule a demo and there's a "practice" version for download to try with demo photos first.

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Video Testimonials / Success Stories

Why Video Success Stories Work — Especially in Dentistry

Emotional resonance + proof = trust.

- Hearing a real patient tell their journey (with voice, emotion, and facial expression) amplifies credibility far more than text or photos.

- Video lets you show before, during, and after, making the transformation visual, visceral.

- Videos are more shareable (on social media, websites, email, and video books) — they attract engagement, dwell time, clicks, and help your SEO/visibility.

- In healthcare, patients often have trust barriers; seeing someone "like them" who's gone through the same process helps lower anxiety and decision friction.

But, because this is healthcare, privacy, ethics, and legal compliance are non-negotiable. A single misstep can cost you money, reputation, or regulatory trouble (e.g. HIPAA fines)

That's why you MUST use a **HIPAA-compliant video release/authorization form**, which I have included two—a paid and non-paid release form (See Below). Whenever patients are featured (including their names, faces, voices, stories, etc.), even if they are enthusiastic, you still need formal, documented consent.

Key Risks If You Don't Do It Right

- Unauthorized disclosure of PHI (Protected Health Information), fines / corrective actions from OCR
- Misbinding statements (e.g. implying guaranteed outcomes, making promises) — could attract regulatory scrutiny (e.g. state dental boards)
- Viral spread — once a video is out, even edited versions or screenshots get reused.
- Loss of trust — patients may feel betrayed if their image or story is used beyond what they thought.
- Vendor / platform risk — if you store or share the video via non-HIPAA tools, you might inadvertently expose PHI.

Your marketing and clinical teams need to be trained to never publish or distribute anything until the signed release is in place, and all PHI is scrubbed or anonymized (if needed) per the scope of that release.

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How to Film (Logistics, Tips, Timing)

Here's how you can run the filming, stage by stage. You can adapt it to your setting, resources, and aesthetic, but this provides the blueprint.

Pre-Production / Planning

- Identify which patient(s) are good candidates (motivated, articulate, good story).

- Obtain the signed media release (see below) before any filming.

- Plan the shot list in advance (see "script/outline" below).

- Hire or secure a small video crew (camera, lighting, sound, director) or a skilled in-house team. Dental Videographer - Pete Kertz 602-799-5355 Mobile

- Select suitable locations (e.g., patient's home, workplace, park, operatory, waiting room, poolside, etc.).

- Gather props or visuals, such as before photos, X-rays, models, and lab prototypes.

- Plan lighting, especially for indoor areas, the operatory, and the "darkened room" (for emotional interviews).

- Check audio — use lav mics or boom mics to ensure a clean patient voice, not room echo.

Shoot Phases & Tips

Here's a canonical sequence you can follow; you can overlap phases across multiple patients.

Phase	What to Film / Capture	Tips & Notes
1. Pre-treatment Intro	Patient introduction: name (if allowed), chief complaint, emotion, fears, expectations. Ask them to describe "before" — how life was, pain, confidence, etc.	Use a darker room (or more moody lighting) to accentuate "before state." Let them speak candidly. Use prompting open-ended questions.
	B-roll: facial closeups, intraoral before photos, X-rays, lab scans, models. Shots of them working, walking, normal everyday life. Slo motion opportunities with B-roll.	Use macro lenses, consistent lighting, clean backgrounds.

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Shoot Phases & Tips

Here's a canonical sequence you can follow; you can overlap phases across multiple patients.

Phase	What to Film / Capture	Tips & Notes
	Shots of family / spouse / loved ones talking about patient's struggles (if allowed). B-roll of family members for voice overlay.	Use gentle, emotional angle these voices add social proof.
	Doctor / team reviewing scans, pointing out issues, treatment plan.	Use multiple angles; macro closeups of tools, grafts, implants, etc. Use b-roll overlay for transitions.
2. Procedural / Treatment	Shots of doctor/staff performing steps (e.g., prepping, surgery, restorations) — hands, tools, equipment, closeups.	Use multiple angles; macro closeups of tools, grafts, implants, etc. Use b-roll overlay for transitions.
3. Final Received	Shots if possible of receiving final prosthetic. The mirror shot when they see their new smile for the first time.	Bridge between before and final — shows journey.
4. Final Results, After	Patient in bright, sunlit environments (near greenery, pool, outdoor setting) with smile, confidence.	Use warm natural light, shallow depth of field to pop subject.
	Interview "after" — how life changed, emotions, benefits, future hopes.	Let them express before vs now, what surprised them, advice to others.
	Family / friends reactions to new smile (if allowed).	Adds social proof.
	Side-by-sides (before vs after).	Use matching angles where possible to show transformation clearly.

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Shot Sequence / Timing Suggestion

1. Opening "before" vignette — 30–60 seconds
2. Patient interview (before) — 2–3 min (or as long as patient is comfortably expressive)
3. Doctor / clinical explanation — 1–2 min
4. Procedural B-roll intercut with explanations — 1–3 min
5. Receiving Final — 30s–1 min
6. Final interview (after) — 2–3 min
7. Closing montage + call to action / branding slide — 20–30s

Total typical video: ~3–6 min (depending on how many chapters you break it into).

Technical & Aesthetic Tips

- Use consistent color grading / look across before & after for cohesion.
- Use shallow depth of field to blur backgrounds and focus on the subject.
- Use gentle motion (slider, gimbal) slow motion to make shots dynamic.
- Watch audio: ambient noise, HVAC, footfall — mic carefully.
- Film "wild sound" and ambient room tone for smoothing edits.
- Always shoot extra B-roll (hands, instruments, clinic shots, logo, signage, waiting room) useful for fills. Drone shots if you have one.
- Wherever you film outdoor, pay attention to midday sun vs shade; golden hour is often ideal.
- Respect infection control: cover gear, wipe gear, ensure sterilization when needed.

Sample Outline / Script + Suggested Patient Questions
Below is a scaffold outline + sample prompts you can hand to your video crew or clinician to guide them. You can adjust, reorder, add or remove as you like.

Video Case Story Outline / Script
Opening Title / Branding Slide

- Clinic logo, patient pseudonym (if needed), case title ("Dr. X — Full-Arch Transformation")
- Optional subtitle: "From hopeless to confident smile"

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Segment 1: "Before / Problem / Motivation"

1. Interview: "Tell me your life before treatment."

   • What broke your confidence? (e.g., "I hated smiling, eating, socializing")

   • When did the problem begin?

   • What daily struggles did you face (pain, function, self-esteem)?

   • What was your tipping point — what made you decide you needed to do something?

2. Family / Loved One (optional)

   • What did you see the patient go through?

   • What changed for your relationship/family when they had difficulty with dental issues?

3. Clinical / Doctor walkthrough

   • Doctor: "Here were the problems — bone loss, missing teeth, bite collapse, esthetic deficits, etc."

   • Show imaging, X-rays, scans, and models.

   • Doctor: "This is the plan — what we aimed for; risks; expectations."

Segment 2: "Procedure / Process / Journey"

   • Show hands-on footage: prepping, surgery, grafts, instrumentation, lab work, adjustments. Do not show actual surgery.

   • Show interim visits, adjustments, check-ups, and healing phases. If the budget allows.

Segment 3: "After / Results / Transformation"

1. Final Interview: "How has life changed?"

   - What does your smile mean to you now?

   - What surprised you most (comfort, looks, function)?

   - How has your day-to-day life changed (eating, talking, confidence, social life)?

   - What would you say to someone considering this but hesitating?

   - What have your friends and family members said to you?

2. B-roll + Portraits & Slow-Motion B-roll

   - Smile shots in sunlight or against greenery, relaxed and happy, with close-ups.

   - Family/friends' reactions.

   - Before vs after side-by-side overlays.

3. 3. Closing / Call to Action

   - "If you're curious about your own transformation, contact us / schedule a consultation."

   - Clinic logo, tagline, contact info.

   - Optional fine print/disclaimers ("Results may vary," "Consultation required," etc.)

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Suggested Interview / Prompt Questions (for patients & family)

- What finally motivated you to pursue this treatment?
- What doubts or fears did you have?
- What was the most challenging part before the treatment?
- During the process, was there a moment you wanted to quit or felt discouraged?
- What was the best part of working with the team/doctor?
- What surprised you most about the outcome?
- How has this changed your confidence, your life, your relationships?
- If you could send a message to someone watching who is afraid of doing this, what would you say?
- Please tell me about the cost and what you would recommend to others.
- Would you have done this sooner, knowing what you know now? (Please rephrase the question to (I would have done this 15 years ago, knowing what I know now.

Putting It All Together — Workflow / Timeline

1. Pre-select patient, get signed media release.
2. Schedule filming dates (pre-production, during production, post-production, and final).
3. The crew arrives, sets up the lighting/sound, and walks through the shot list.
4. Shoot pre-treatment segments, B-roll, and interviews.
5. Shoot procedural segments over scheduled treatment days.
6. Shoot interim/healing visits as needed.
7. After final prosthetic, schedule "after" shoot in ideal outdoor setting.
8. Edit, color grade, audio mix, incorporate branding & disclaimers.
9. Legal / compliance check: ensure release is valid for intended uses, double-check no disallowed PHI, ensure vendor storage and links are secure.
10. Publish across platforms (website, social, email), monitor, measure engagement.

You may choose to break a long case into multiple shorter videos (teaser, full story, behind-the-scenes) to maximize content.

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Summary: Key Messages to Emphasize

- Video success stories are gold in high-trust fields like dentistry — they convert emotionally, build social proof, and drive decision-making.

- However, with great power comes great responsibility — video equals recorded PHI, so a formal, specific HIPAA-compliant video authorization/release is essential.

- Training, governance, tooling, vendor BAAs, and a review process must be built into your video pipeline.

- A structured shooting plan (pre, proc, after) with emotional narrative, B-roll, technical visuals, and strong interviews yields powerful content.

DENTAL VIDEOGRAPHER
Pete Kertz 602-799-5355 Mobile

Release without payment
Testimonial Release Authorization

Purpose of Authorization: By signing this authorization form, I am providing _____,

its successors, licensees, or assigns (collectively "Producer") with full consent and permission to display, broadcast, share, distribute or sell my client testimonial that I will or have provided. Such distribution may occur in print or electronic media, such as webpages, podcasts, or television or radio broadcasts. Such distribution may include selling or providing my testimonial hereafter to other markets nationwide that are not currently known, and it may be used in conjunction with dentists other than my own dentist.

Components of my Testimonial: I understand that the client testimonial for Producer may include my name, location, still photography, video likeness, and information and opinions provided in my testimonial.

Agreement to Share Testimonial: I agree that I am voluntarily sharing my testimonial about the dental services I have received, which may include information that is otherwise protected by state privacy regulations and the Health Insurance Portability and Accountability Act ("HIPAA").   Once my testimonial is provided to the Producer, it may be disclosed to entities or individuals who are not subject to HIPAA, and HIPAA may no longer protect my information.

Right to Revoke: I understand that I have the right to revoke this authorization at any time by providing a written request to _____.

I understand that if I choose to revoke this authorization, it will take effect on the day of receipt of the revocation. However, any prior uses and disclosures of my testimonial that include my protected health information will not be affected by the revocation of the authorization. I understand that Producer thereafter will make its best efforts to remove my testimonial and protected health information from the public domain, knowledge that once it has been displayed, broadcast, or distributed, it may not be retrievable.

Not a Condition of Treatment: I understand that my authorization has no effect on my dentist's ability or inability to condition treatment, payment, enrollment, or eligibility for dental or insurance benefits. Producer is independent from my dentist and the services provided by my dentist.

I acknowledge that I am receiving no financial remuneration from Producer for providing my testimonial and allowing it to use my protected health information for marketing purposes.

By signing below, I agree and acknowledge that I have read and understood all of the elements of this authorization for use of my testimonial. This authorization will not expire unless revoked by me.

Signature: _____ Date: _____

Name (Printed):_____ Date of Birth _____ `

Address: _____

City/State/ZipCode:_____

Release with Payment or Value
Testimonial Release Authorization

Purpose of Authorization: By signing this authorization form, I am providing _____,

its successors, licensees, or assigns (collectively "Producer") with full consent and permission to display, broadcast, share, distribute or sell my client testimonial that I will or have provided. Such distribution may be in print or electronic medium such as webpages, podcasts or television or radio broadcasting. Such distribution may include selling or providing my testimonial hereafter to other markets nationwide that are not currently known, and it may be used in conjunction with dentists other than my own dentist.

Components of my Testimonial: I understand that the client testimonial for Producer may include my name, location, still photography, video likeness, and information and opinions provided in my testimonial.

Agreement to Share Testimonial: I agree that I am voluntarily sharing my testimonial about dental services I have received which may include information that is otherwise protected by privacy regulations of the state and the Health Insurance Portability and Accountability Act ("HIPAA"). I understand that once my testimonial is provided to Producer it may be disclosed to entities or individuals who are not subject to HIPAA and my information may no longer be protected by HIPAA.

Right to Revoke: I understand that I have the right to revoke this authorization at any time by providing a written request to _____.

I understand that if I choose to revoke this authorization, it will become effective on the day of receipt of the revocation of the authorization; however, any prior uses and disclosures of my testimonial with my protected health information will not be subject to the revocation of the authorization. I understand that Producer thereafter will make it best efforts to remove my testimonial and protected health information from the public domain, understanding that once it has been displayed, broadcasted, or distributed it may not be retrievable.

Not a Condition of Treatment: I understand that my authorization has no effect on my dentist's ability or inability to condition treatment, payment, enrollment, or eligibility for dental or insurance benefits. Producer is independent from my dentist and the services provided by my dentist.

Payment for Use of Testimonial. I acknowledge that I am receiving a payment of $_____ from Producer for providing my testimonial. I acknowledge that this sum is a fair and reasonable amount for allowing Producer to use my testimonial and protected health information for marketing purposes.

By signing below, I agree and acknowledge that I have read and understood all of the elements of this authorization for use of my testimonial. This authorization will not expire unless revoked by me.

Signature: _____ Date: _____

Name (Printed):_____ Date of Birth _____`

Address: _____

City/State/ZipCode:_____

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IDEAS to Get Started

1. Complete an SEO Audit with the ChatGPT Prompt below.

2. Create social content using the ChatGPT prompt below.

3. Sign up to www.mycallagents.com or www.crtxagent.com for the fastest way to increase sales, SPECIAL OFFER GOOD THROUGH OCT. 6TH 2025

4. Get good video stories going. Patient success stories are also a great option. See the questions to ask below, along with the release form.

5. Add online booking to your website and Google profile.

6. Automate review requests and replies with AI, contact Dan if you want Yappus/Birdeye

7. Utilize AI call summaries to coach staff every week.

8. Optimize keywords for LLMs (AI search) GOMEGA Lucas Pellan (see above)

9. Publish weekly blog content with AI tools, GOMEGA Lucas Pellan (see above)

10. Add at least three procedure videos to your site (free from AvaDent).(Contact Dan Hinkle)

11. Personally call patients on large treatment plans. (Doctor Calls for reminders not staff))

12. Track KPIs like answer rate, conversions, and review growth (CRTX has a dashboard).

13. Sign BAAs if available and always de-identify patient data.

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SEO Audit Prompt for Doctors

Copy and paste this blue prompt below into ChatGPT to audit your website:

I want you to perform a comprehensive SEO audit of my website:
[INSERT YOUR WEBSITE DOMAIN HERE]

Please review and provide a detailed analysis that covers the following:

On-Page SEO

- **Title tag:** Is it clear, keyword-rich, and the right length?
- **Meta description:** Is one present, and does it invite clicks? Suggest a better one if missing or weak.
- **Header structure (H1, H2, H3):** Is there only one H1? Are subheads optimized for services/keywords instead of just slogans? Suggest improvements.
- **Alt text for images:** Are descriptive ALT tags in place? Point out generic/missing ones and suggest better examples.
- **Content quality:** Does the site have a blog or fresh content? How often is it updated? Recommend local intent topics to build authority.
- **Internal linking:** Are service pages properly interlinked (e.g., implants, sedation)? Suggest cross-links.

Technical SEO

- **Schema/structured data:** Is LocalBusiness schema implemented? Any FAQ, Review, or Breadcrumb schema? If missing, provide sample JSON-LD.
- **Robots.txt:** Is it present and properly configured (with Sitemap reference)? If not, provide an example.
- **Sitemap.xml:** Does the site have one, and is it submitted to Google Search Console?
- **Indexation:** Any noindex/canonical issues? Any low-value pages that should be excluded?
- **Core Web Vitals:** How's LCP, CLS, and FID/INP? Suggest speed fixes (compress images, lazy load, minify JS/CSS).
- **Mobile optimization:** Is the site responsive with proper tap targets? Are click-to-call links enabled?
- **HTTPS/security:** Any mixed content or missing SSL?

Conversion & Local Signals

- **NAP visibility (Name, Address, Phone):** Is it consistent across the site? Should schema markup be added?
- **Reviews:** Are testimonials present? Is review schema used?
- **Calls-to-action:** Are phone numbers clickable? Are appointment forms optimized?

Deliverables

1. A **grade (A–F)** of how well the site is currently doing.
2. A list of **highest-impact fixes to make in the next 2 weeks**.
3. A rewritten **homepage title tag and meta description**.
4. A clean **H-tag map (H1/H2 structure)** for the homepage.
5. Examples of **better ALT text** for 2–3 images.
6. A sample **LocalBusiness JSON-LD schema** for the homepage.
7. A sample **FAQ schema block** for one service page (like dental implants).
8. A **4-post blog content calendar** with suggested topics.
9. A **30-day technical SEO action plan** (robots.txt, sitemap.xml, GSC setup, schema, blog launch, etc.).

Please write your findings in clear, plain English with headings, so that a dentist (non-technical) can understand the issues and fixes.

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Social Media Content Generator Prompt for Dentists

Copy and paste this blue prompt below into ChatPT to create social content:

Prompt:
You are my social media strategist. I run a dental practice that provides general dentistry and implant dentistry.

I want you to create a 3-month daily content calendar (≈90 posts) for Facebook, Instagram, and LinkedIn.

Requirements:

- **Post Types:** Mix of educational tips, myth-busting, patient-friendly explanations, FAQs, treatment highlights (implants, cleanings, whitening), behind-the-scenes/team features, fun dental facts, community posts, seasonal tie-ins (holidays), and testimonial-style posts.
- **Tone:** Friendly, approachable, trust-building, but professional.
- **Format Variety:** Alternate between short captions, carousel ideas, 30–60 second video scripts, reels/TikTok-style ideas, and static image captions.
- **Calls to Action:** Include gentle CTAs like "Book a consult," "Call us today," or "Learn more about dental implants."
- **Hashtags:** Suggest 5–10 hashtags per post, with a mix of dental, implant, and local community tags.
- **Content Pillars:**
  1. Education (oral hygiene, implants, prevention)
  2. Engagement (fun facts, polls, memes, holidays)
  3. Authority (before/after case ideas, dentist tips, implant expertise)
  4. Community (staff highlights, local events, patient appreciation)

Deliverables:
- A 90-day calendar table with:
  - Date
  - Platform(s)
  - Post type (image, reel, carousel, story)
  - Caption copy
  - Suggested hashtags
  - Creative idea (photo/video concept)

Please organize the output so it's easy to copy-paste and schedule into a tool like Hootsuite, Buffer, or Meta Business Suite.

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Digital Dental Solutions

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Compensation Plan Generator Prompt for Dental Practices

Copy and paste this blue prompt below into ChatPT to create social content:

Prompt:

You are a **compensation expert for dental practices**. I run a dental office with [INSERT NUMBER OF DOCTORS/STAFF] that provides [INSERT MAIN SERVICES – e.g., general dentistry, implants, cosmetic dentistry].

Please design a compensation plan that:

1. **Aligns incentives with practice growth**

    • Rewards team members when the practice grows revenue, new patients, or treatment acceptance rates.

    • Encourages collaboration so that everyone in the office is rowing in the same direction, not competing against each other.

2. **Includes both short-term and long-term rewards**

    • Short-term: monthly/quarterly bonuses tied to KPIs like production, collections, case acceptance, and patient reviews.

    • Long-term: "golden handcuff" strategies that reward loyalty, such as retirement match, profit-sharing, vesting bonuses, or tenure-based perks.

3. **Keeps employees motivated and retained**

    • Clearly shows how hygienists, assistants, front office staff, and associates benefit from practice success.

    • Outlines ways to reduce turnover by offering career growth, continuing education, and milestone recognition.

4. **Promotes fairness and transparency**

    • Easy to understand (no overly complex formulas).

    • Rewards both individual performance and overall team results.

Deliverables:

• **A detailed compensation plan** with specific examples of base pay, performance bonuses, and long-term incentive structures.

• A **tiered bonus model** (entry-level, mid-level, senior staff) that scales with performance and longevity.

• **Retention strategies** such as vesting schedules, deferred bonuses, or equity/profit-sharing for long-term staff.

• A **communication plan** for how to present this to the team so they are excited and motivated.

Please organize the output so it's easy to copy-paste and schedule into a tool like Hootsuite, Buffer, or Meta Business Suite.