

Beyond the Chair:

Turning Reach into Patients in 2026

Dr. Brandon Platt

CEO & Founder-4D Digital Media, LLC

February 19, 2026

Provo, Utah



Your Speaker

Background

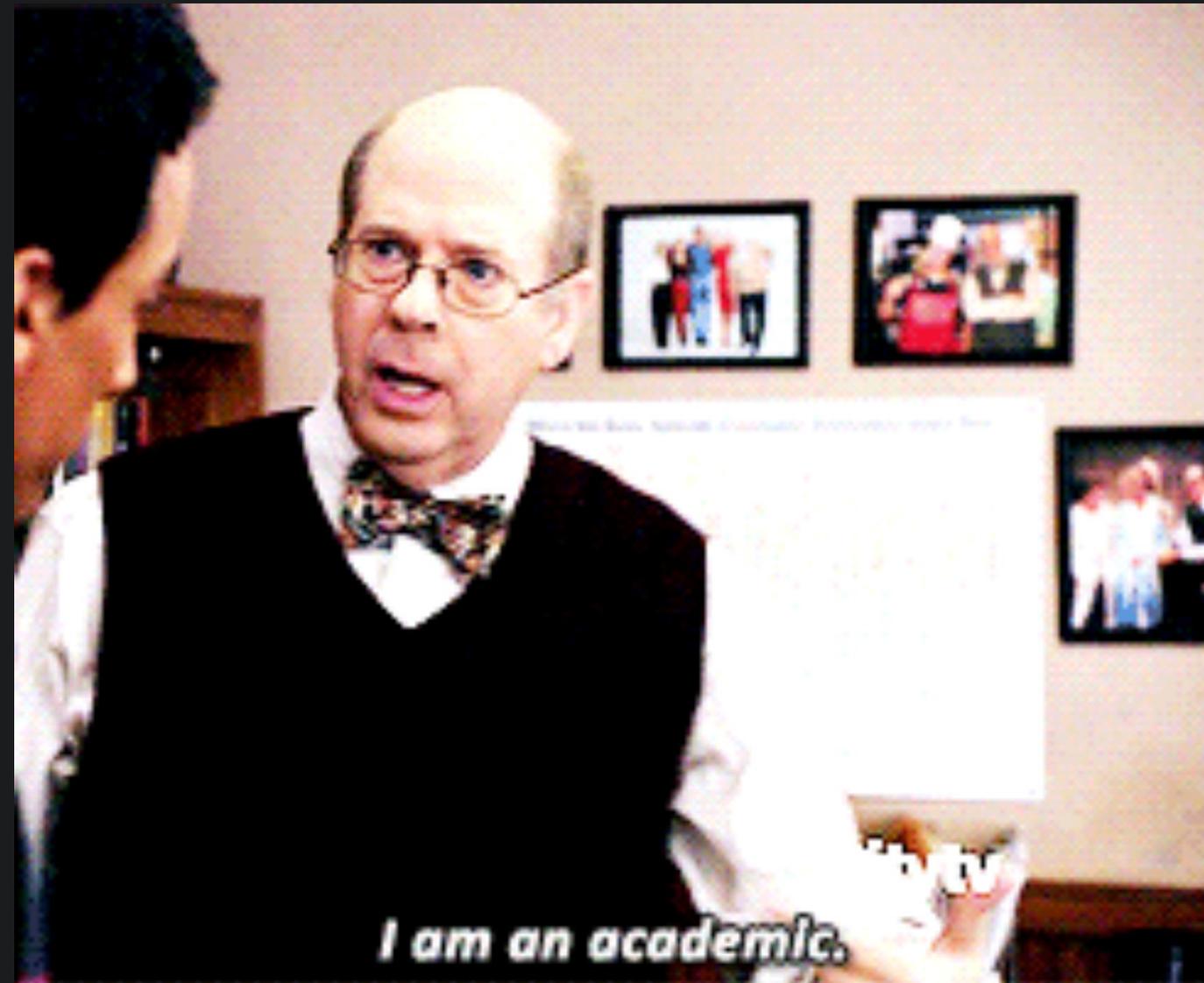
- Digital marketing specialist
- Healthcare background (over a decade in sports medicine as an athletic trainer)
- Doctorate in Athletic Training
- Certificate in Social Media Marketing from Cornell University
- 5 Years helping practices optimize their digital presence and reach new patients



Your Speaker



Your Speaker





Why Now?

Patient behavior shifted permanently

Competition

Early adopters gaining market share

Opportunity

AI and social media level the playing field when it comes to practice visibility

Session Objectives

01

Understand patient search behavior

03

Leverage AI for efficiency

02

Build effective online presence

04

Create actionable Monday strategy



How Patients Find You Today



“

"The power of visibility can never be underestimated."

— Margaret Cho

”

“

"You've got to find a way to make people know you're there."

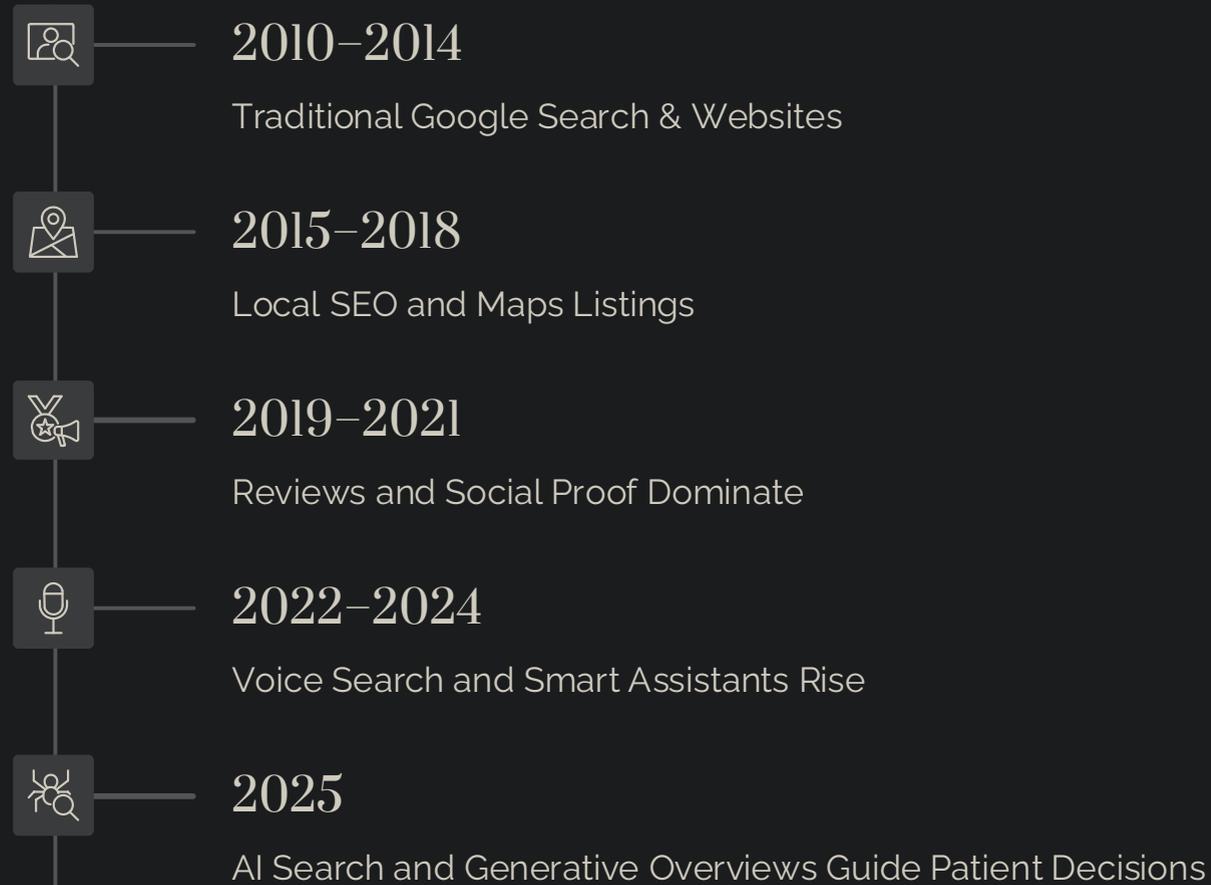
— Nikki Giovanni

”



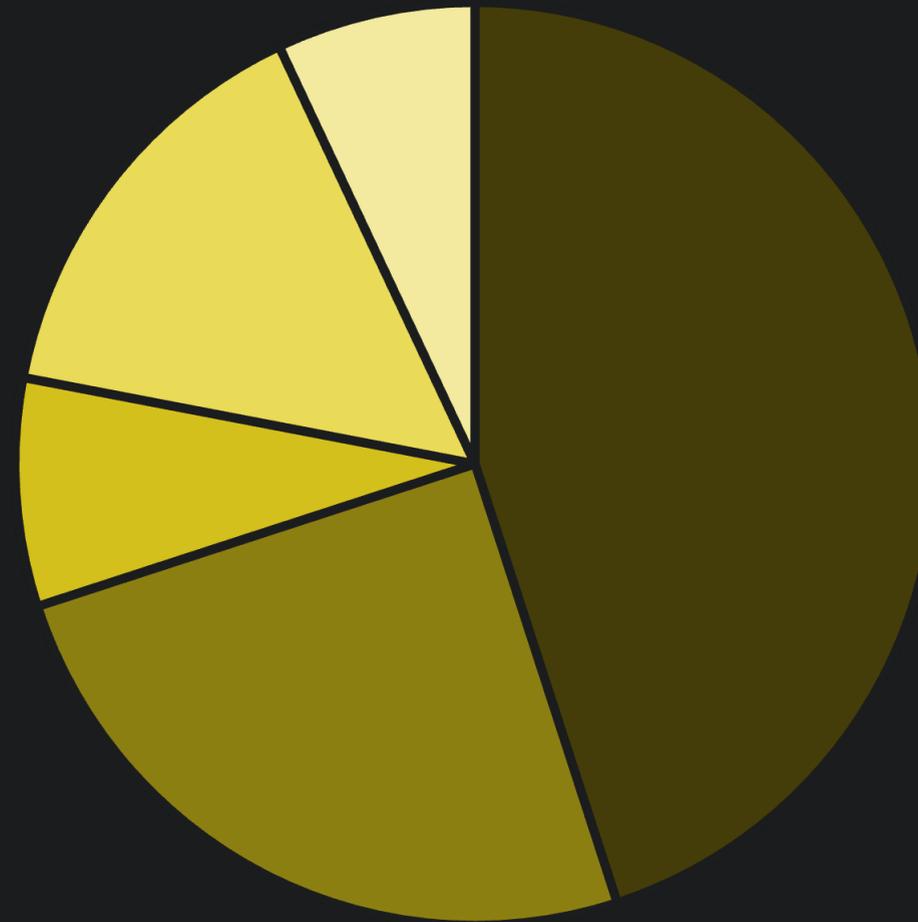
Here's Johnny!

Search Evolution: Then vs Now (1,2)



The landscape of patient discovery has dramatically evolved. Today, patients:

- Ask conversational questions, expecting detailed, nuanced answers.
- Begin their discovery process within AI-summarized search overviews, not just traditional lists of links.
- Require practices to optimize for both AI visibility and strong local context to be discovered effectively.



■ Google Search ■ Referrals/Word of Mouth ■ Social Media ■ Insurance Directory ■ Other (walk-in, mailers, tr...)

How patients discover dentists in 2025 (best estimates based on available data)** (3,4)

- 65% of patients search online before contacting a doctor (5)
- 75% check Google reviews before choosing a provider (6)
- 72% choose only 4- or 5-star doctors (6)
- 91% expect a reply to online inquiries within 24 hours. (5)
- 67% of patients surveyed said they would travel further for their preferred dental care (3)
- 50% would pay more for single appointment restorations (3)



Patient Journey until 2025



Google Search

"dentist near me"



Review Research

Social proof validation (social media, reviews, website)



First Contact

Website or direct call

Patient Journey in 2025

AI Search

"Who is the best oral surgeon for dental implants in Northwest Indiana"

"Who is the best dentist for a filling in "Northwest Indiana"

"Where is the best place to get a root canal in Northwest Indiana"

Review Research

Social proof validation (social media, reviews, website)

First Contact

Website or direct call



Patient Journey in 2025



Social Media Discovery

Find interesting or engaging content, investigate social profile, get to know practice



Website or AI Search

Further practice Validation



Review Research

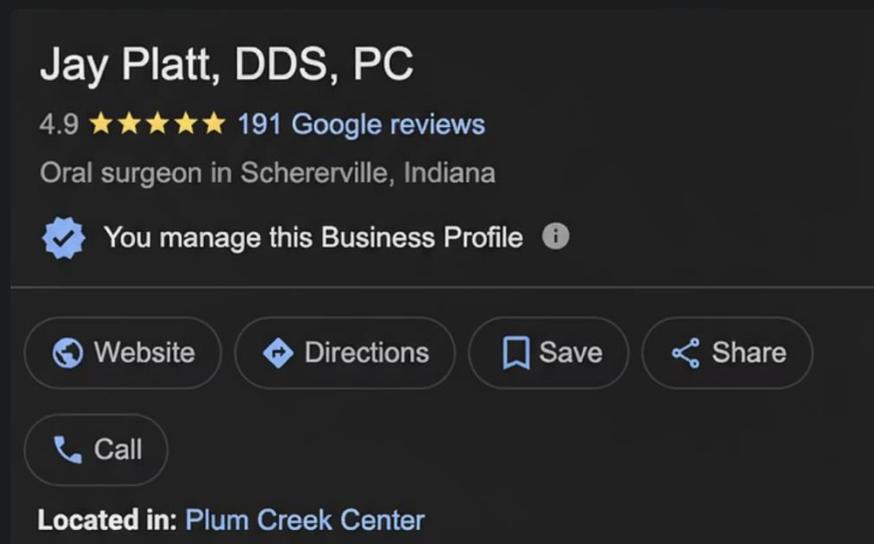
Social proof validation (reviews)



First Contact

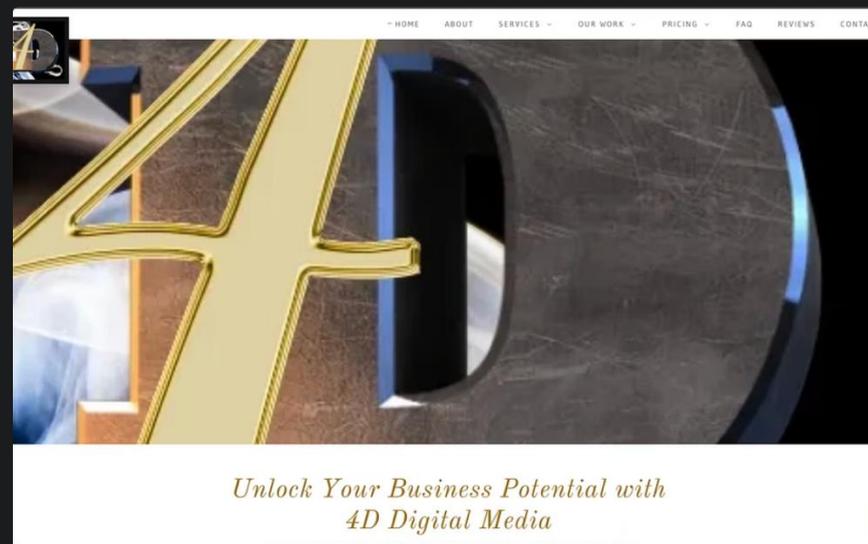
Website, direct call, direct message through Google or Social Media

Key Platforms



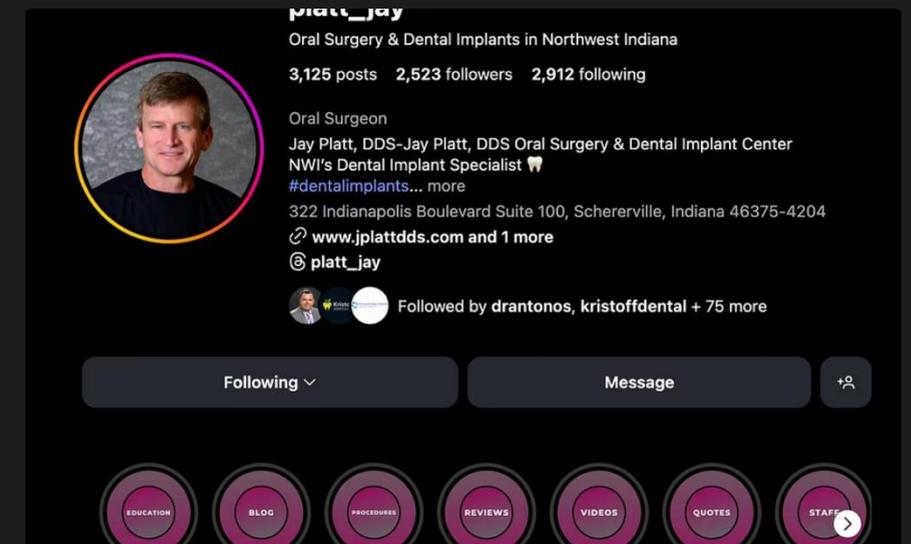
Google Business

Most critical platform



Website

Information and conversion engine



Social Media

Visual storytelling and Community Engagement

Organic vs Paid

Organic

- Long-term investment
- Builds authority
- Cost-effective scale

Paid

- Immediate results
- Precise targeting
- Measurable ROI



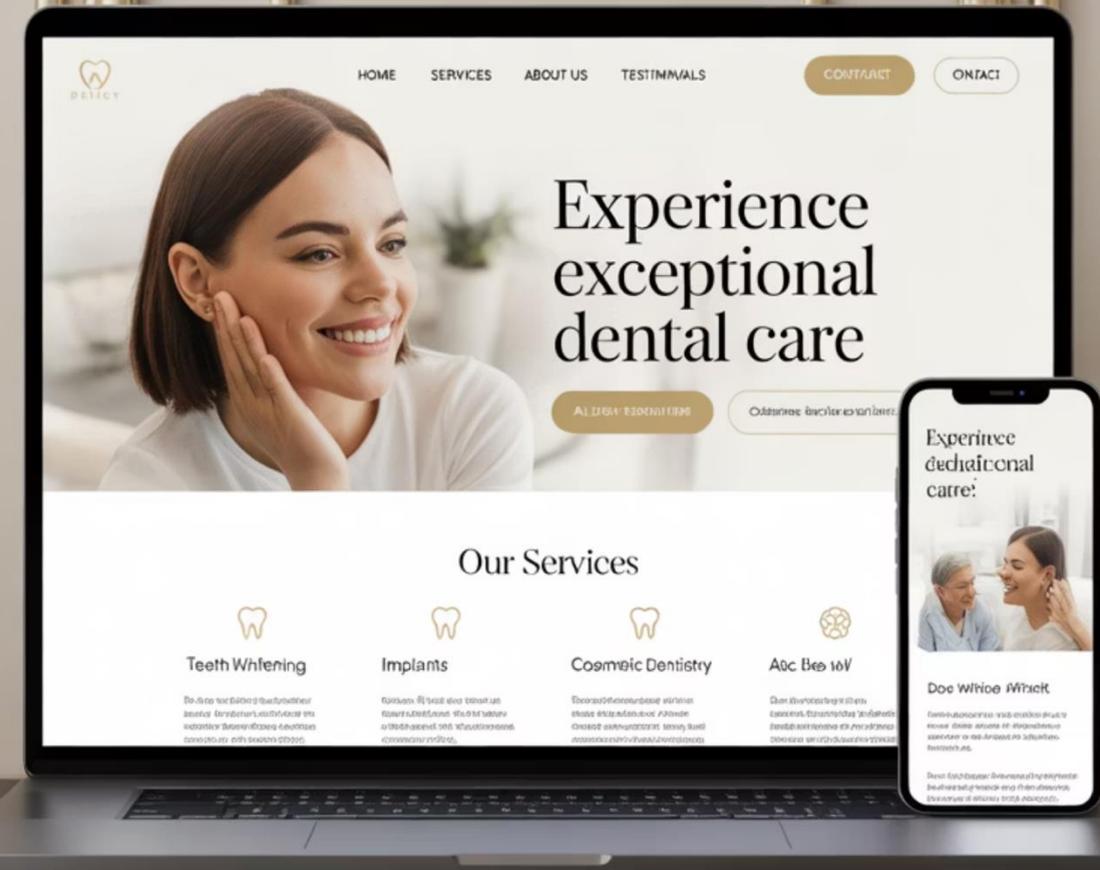
Poll Question:



Which platform brings you the most patients?

- Google Business Profile
- Google Organic
- Facebook
- Instagram
- AI Search

Building Your Online Presence



Website Essentials

1

Mobile-First Design

Around 60% of traffic through mobile (7)

2

Trust Signals

-75%-85% of patients check credentials, reviews, testimonials (8). 72% require 4 star or higher (9)

3

Clear Navigation

Services, contact, emergency-UI and UX matter to find info quickly (4)

K.I.S.S.

Mobile First

[Important information regarding COVID-19](#)



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Oral Surgery and
Dental Implant Center

G

f



in



Navigation


Sundance
IMPLANT AND PERIODONTAL CENTER

IMPLANT AND PERIODONTAL CENTER - PROVO, UTAH

Unmatched
Precision,
Technology,
And *Skill*

Schedule Your Appointment

GET STARTED

Navigation icons: a blue circle with a white hamburger menu icon and a blue circle with a white person icon.

Navigation



Dental Implants

- The Dental Implant Procedure
- All-On-4® Full Mouth Implants
- Fixed Teeth vs Removable
- Zygomatic Implants
- Zirconia Fixed Bridges
- Oral Surgical Services



Periodontic Treatments

- Gum Disease Treatments
- Soft Tissue Treatments
- Surgical Orthodontics
- PRP (Platelet Rich Fibrin)
- Sedation Options
- Periodontal Emergencies
- Conditions We Treat



Patient Transformations

- Patient Stories
- Before & After Photos
- Written Reviews



What to Expect

- Financing Options
- Commonly Asked Questions
- Advanced Technology
- Our Facility



Who We Are

- Blog
- About Us
- Meet Jason D. Nicholson D.D.S., M.S.
- Meet Dr. Lillian
- Video Library
- Referrals
- Contact Us
- Proceed Application
- Pay With Cherry



SCHEDULE YOUR APPOINTMENT

BOOK NOW

Navigation



Our Primary Services



Laser Periodontal Therapy

In addition to allografts, Dr. Nicholson uses the industry's most advanced laser technology to eliminate gum disease at the source, in as little as one treatment.



Dental Implant Restorations

Sparing no expense in craftsmanship or quality of materials, we offer smile restorations using cutting-edge Straumann implants.



Oral Plastic Surgery

Oral plastic surgery is a branch of dentistry that focuses on the aesthetic and functional improvement of the soft and hard tissues of the mouth and face. This may include procedures such as gum contouring, crown lengthening, and bone grafting to improve the overall appearance and function of the smile.

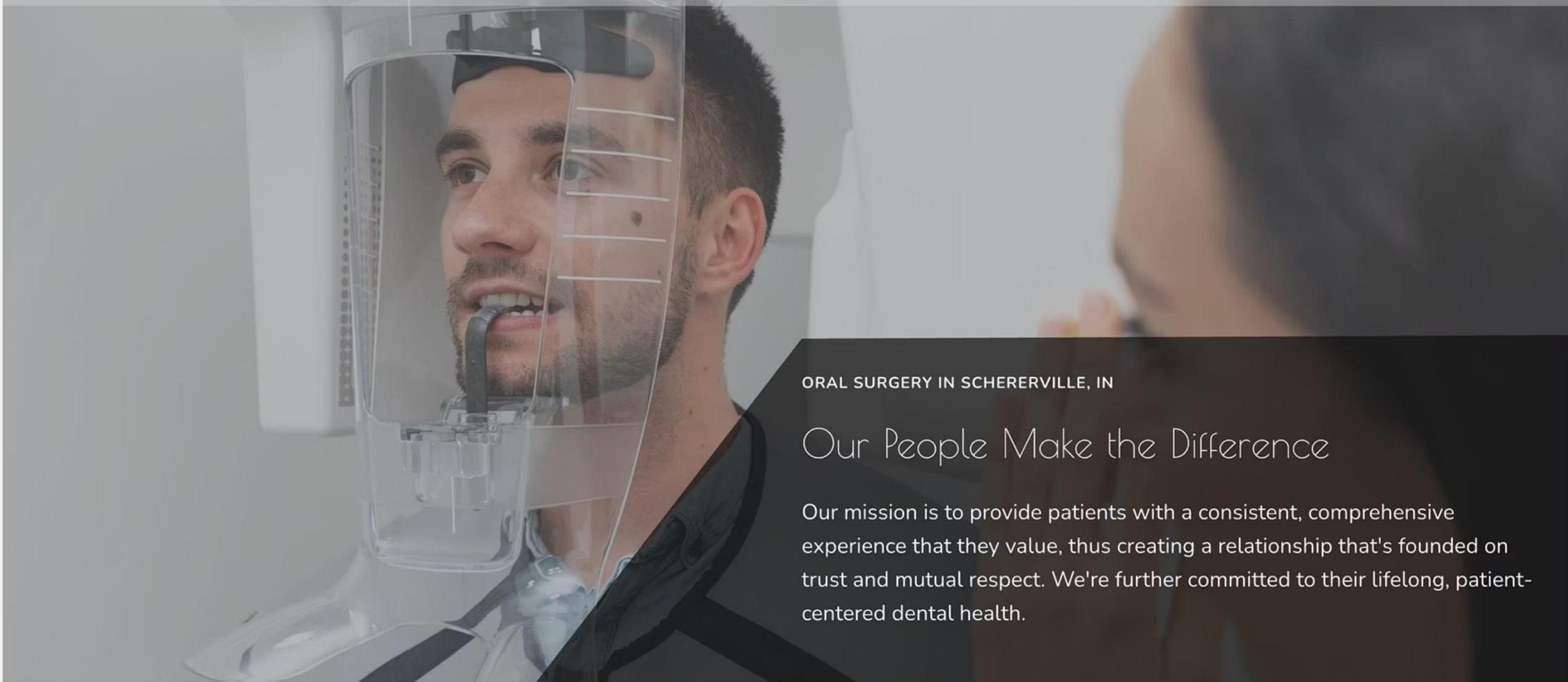
Navigation



322 Indianapolis Boulevard, Suite 100
Schererville, IN 46375
219-864-1133



HOME PATIENT INFORMATION PATIENT EDUCATION TESTIMONIALS PROCEDURES FULL-ARCH DENTAL IMPLANTS MEET US SURGICAL INSTRUCTIONS REFERRING DOCTORS CONTACT US



ORAL SURGERY IN SCHERERVILLE, IN

Our People Make the Difference

Our mission is to provide patients with a consistent, comprehensive experience that they value, thus creating a relationship that's founded on trust and mutual respect. We're further committed to their lifelong, patient-centered dental health.



[Patient Reviews](#)

[Patient Registration](#)

[Make a Payment](#)

[Referral Form](#)

Trust Signals



SEO Fundamentals



Technical SEO

Focuses on website health and performance, ensuring search engines can effectively crawl and index your site for optimal visibility and speed.



On-Page SEO

Optimizing content and structure to clearly communicate your offerings. This includes **E-E-A-T signals** like author bios, credentials, and citations to build trust and authority.



Off-Page & Local SEO

Building external authority through **reviews, citations, and quality backlinks**. Crucially, optimizing for **local intent** (service + city) drives the highest-quality patient traffic.

SEO Fundamentals

Local Keywords

Focus on Local Search

Target city, neighborhood, and "near me" searches.

Service + Location Combos

Use phrases like "dental implants northwest Indiana" for specific targeting.

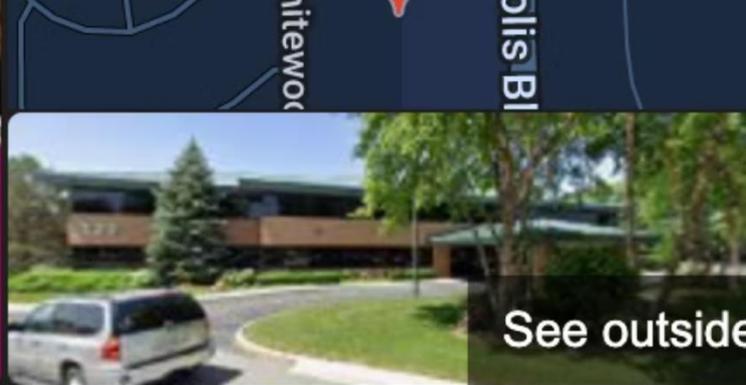
Integrate Local Intent

Incorporate local keywords in titles, H1s, and metadata for better visibility.

High Local Search Volume

Did you know 46% of Google searches are local? (10)





Add photos

See outside

Jay Platt, DDS, PC

4.9 ★★★★★ 191 Google reviews

Oral surgeon in Schererville, Indiana

You manage this Business Profile

Website

Directions

Save

Share

Call

Located in: Plum Creek Center

Address: 322 Indianapolis Blvd Suite 100, Schererville, IN 46375

Phone: (219) 864-1133

Hours: Closed · Opens 8AM Mon ▼

Confirmed by this business 10 weeks ago

SEO Fundamentals Google Business Profile Optimization

Ensure NAP Consistency
Name, Address, Phone must be uniform across all platforms.

Accurate Categories
Select precise primary and secondary categories for your practice.

Complete Profile Details
Add photos, reviews, hours, and direct appointment links.

Engage & Respond
Post regularly on your profile and respond to all customer reviews.

Boost Clicks in Maps
5★ earned **25% more clicks** than 3★ listings in the Google Local 3-Pack (13).

SEO Fundamentals

On-Page Optimization

Optimize meta titles, descriptions, and header tags

Use H2/H3s for service-specific terms

Add internal links to related procedures

Optimize images with descriptive alt-text

SEO Fundamentals

Content & E-E-A-T (Experience, Expertise, Authoritativeness, Trust)

Write blogs and FAQs that educate patients

Add author bios with credentials

Include videos, guides, and patient resources

Showcase before-and-after cases and testimonials

Long-form blogs (1,000+ words) rank better for educational queries in generating backlinks and social shares (14)



SEO Fundamentals

Technical SEO & Site Health

Improve page speed and Core Web Vitals

Ensure mobile-first design and HTTPS security

Use schema markup (FAQ, Review, LocalBusiness)

Fix broken links and redirect chains

Verify indexing in Google Search Console



SEO Fundamentals

Reviews & Reputation Management (4,15)



Encourage Google reviews from patients

Respond to all feedback professionally

Highlight reviews on your website

79% of patients read reviews before choosing a provider (4)

Reputation is a core local ranking signal

SEO Fundamentals

Backlinks & Local Citations

Get listed in local directories and dental associations

Exchange links with trusted referring colleagues.

Maintain consistent citations across Yelp, Healthgrades, Zocdoc, etc.

Prioritize quality links from dental/medical domains

SEO Fundamentals

Conversion Optimization (SEO → Patient Action)

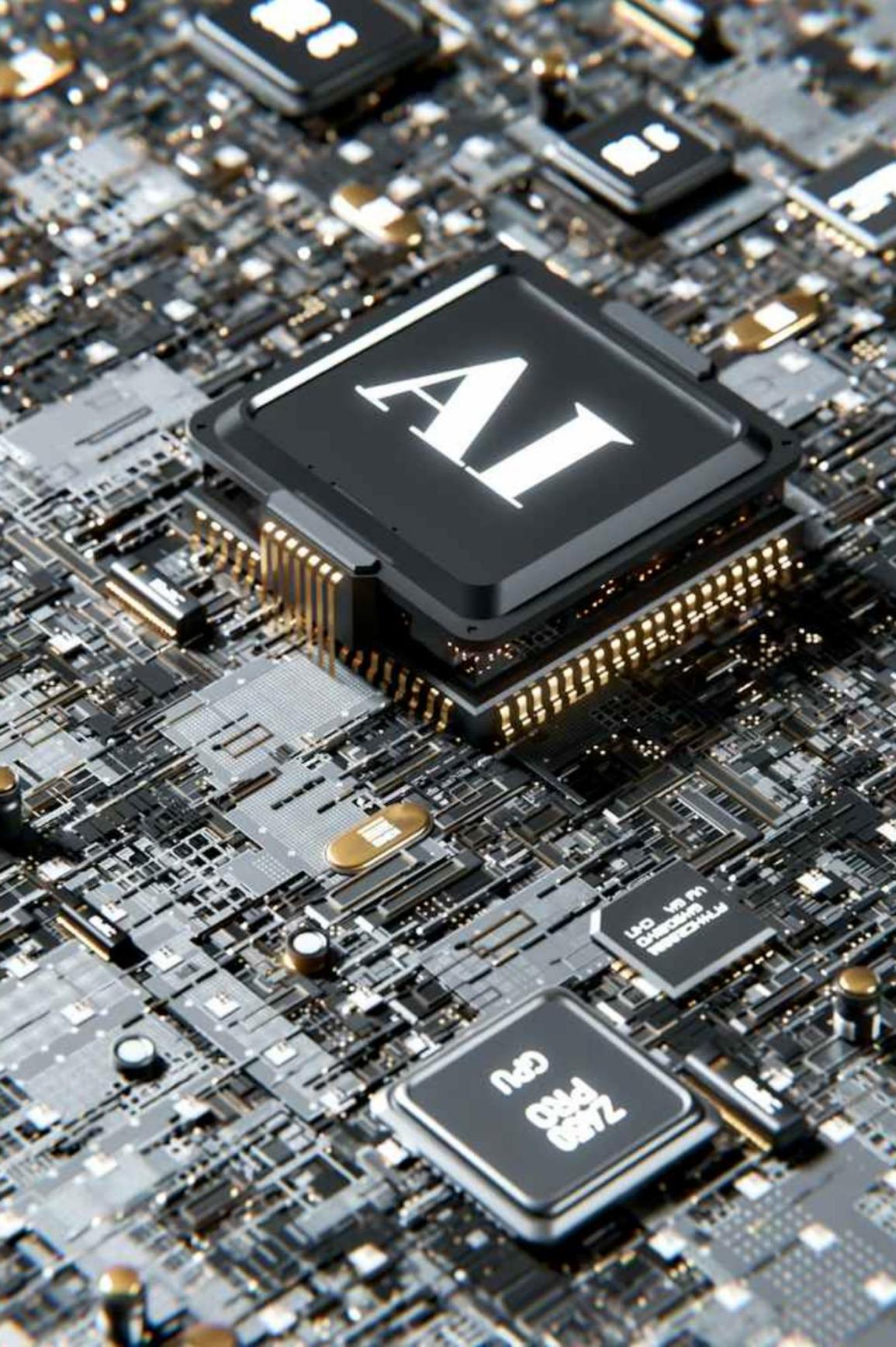
Add clear CTAs ("Call Now," "Book Consultation")

Keep contact info visible on every page

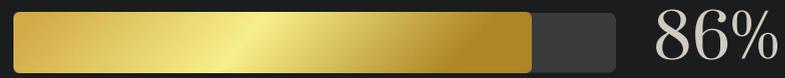
Use click-to-call buttons for mobile users

Showcase testimonials and credentials for trust

Simpler navigation = higher contact rates

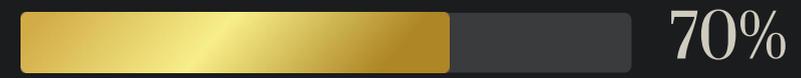


AI-Driven Healthcare Adoption in 2025



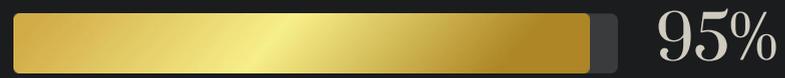
Healthcare Organizations

Already use AI extensively (5)



Payers & Providers

Pursuing generative AI implementation (14)



Executives

Believe AI will transform their industry (16)

The Rise of GEO & AI Search Visibility (16,17)

	SEO	GEO / AI Search
Goal	Rank Higher in Results	Be Cited in AI Summaries
Tactics	Keywords, Backlinks	Schema, Entity Authority, E-E-A-T
Measurement	Clicks & CTR	Mentions & AI Visibility
Outcome	Traffic	Trust + Zero-Click Exposure



AI engines prioritize credibility over keywords.



GEO integrates SEO, schema, and reputation into one strategy.



Healthcare is a front-runner category for AI-driven search.

AI Search and GEO for Dental Practices

Why It Matters for Dentists (18,19)

AI search answers
appear above
traditional listings

GEO ensures your
practice is cited in AI
summaries

Builds authority and
visibility beyond
Google's 10 blue links

Positions your doctor
or practice as the
"expert answer"



AI Search and GEO for Dental Practices

Key GEO Ranking Signals

Expertise and credentials (E-E-A-T) clearly displayed

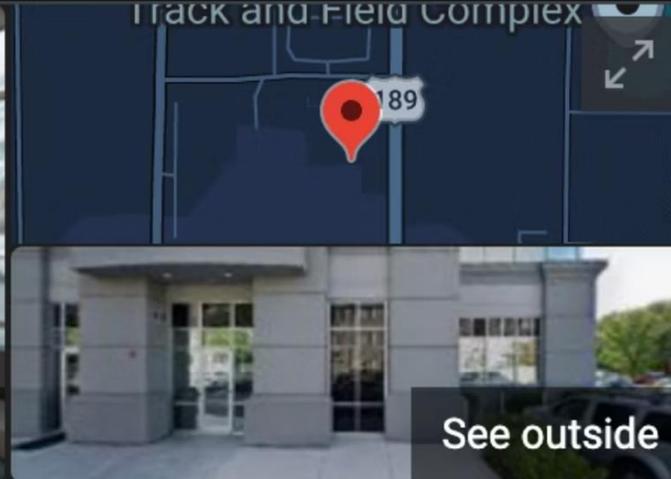
Structured data markup for services, reviews, staff bios

Consistent NAP (Name, Address, Phone) and entity references

Citations from trusted medical/dental directories



See photos



See outside

Sundance Implant and Periodontal Center - Provo, UT

5.0 ★★★★★ 220 Google reviews

Dental implants periodontist in Provo, Utah

 Website

 Directions

 Reviews

 Save

 Share

 Call

Site overview

Past 28 days

Page views

Avg. page view duration

824

2m 34s

91%

52%



AI Search and GEO for Dental Practices Content Strategy for AI Search

Create FAQ-style, conversational content

("What is LANAP laser surgery?")

Include context

who you are, where you're located, what you offer

Use clear, natural language

rather than keyword stuffing

Add multimedia

(images, transcripts, videos) for data richness



Your new content

From the past 28 days, it can take about an hour for content to show.



AI Search and GEO for Dental Practices

Structured Data & Schema

Implement schema for LocalBusiness, FAQ, HowTo, and Reviews

Helps AI models parse relationships between content entities

Use JSON-LD via RankMath or Schema.org plugins

Increases eligibility for AI-summary citations

AI Search and GEO for Dental Practices Brand Mentions & Online Authority

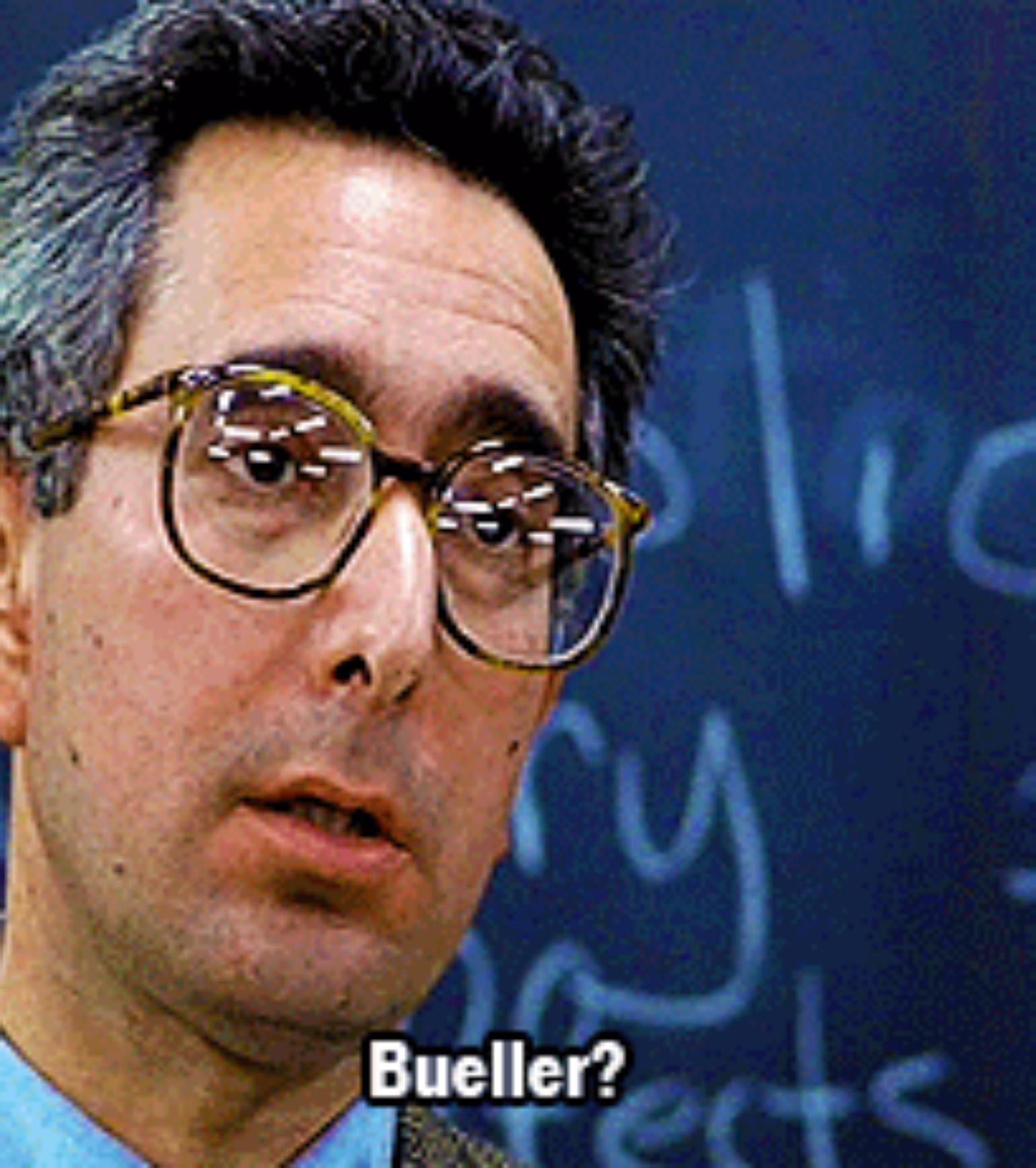
GEO favors entity authority over backlinks alone

Get cited consistently across reputable
platforms

Publish doctor interviews, podcasts, or guest
blogs

Ensure online mentions link back to your main
practice site





Bueller?

AI Search and GEO for Dental Practices

Measuring GEO Success

Track impressions and citations in Google Search Console (AI Overview metrics rolling out 2025)

Monitor mentions in AI summaries (SGE, Perplexity, ChatGPT)

Combine traditional SEO metrics + AI discovery metrics

Adjust content strategy quarterly based on visibility reports

AI Search and GEO for Dental Practices

Future Outlook (2025–2026)

AI search adoption projected to reach 50% of users by mid-2026 (20)

Local and healthcare queries remain the fastest-growing AI search category

GEO will integrate tightly with voice and visual search

Early adopters will dominate zero-click visibility



Content Pillars

Education

Patient information, procedures



Empathy

Patient stories, comfort focus



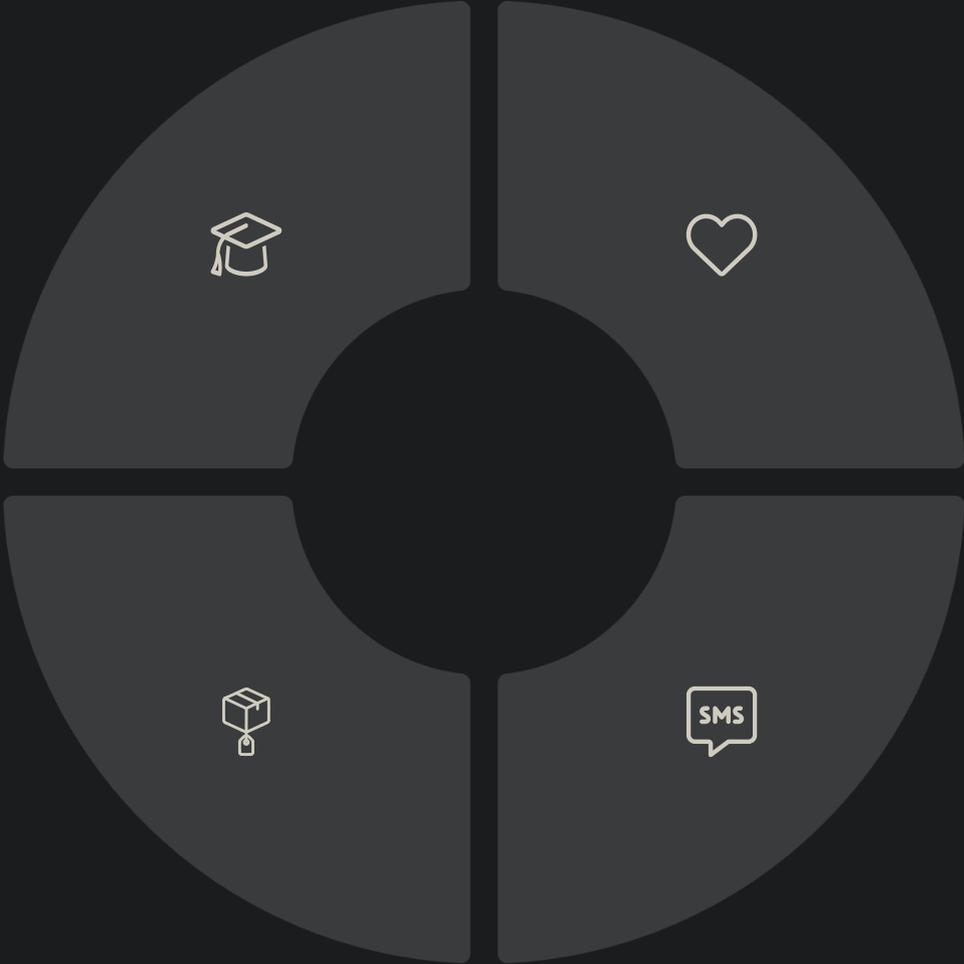
Entertainment

National holidays, community involvement, causes and philanthropy



Engagement

Q&A, UGC, Polls, Stories



Case Study: Practice Growth (21)

312%

Organic Search Traffic
Increase

189%

Increase in New Patient
Appointments

156%

Increase in Website
Generated Leads

Social Media That Works



JayPlatt DDS
Oral Surgery and
Dental Implant Center



What do I need to bring to my
first appointment?



Poll Question:



What was/is your biggest hesitation to using social media?

- Time
- Stigma
- Can't Go Viral
- Not Technical
- I don't see the ROI

High-Performing Formats



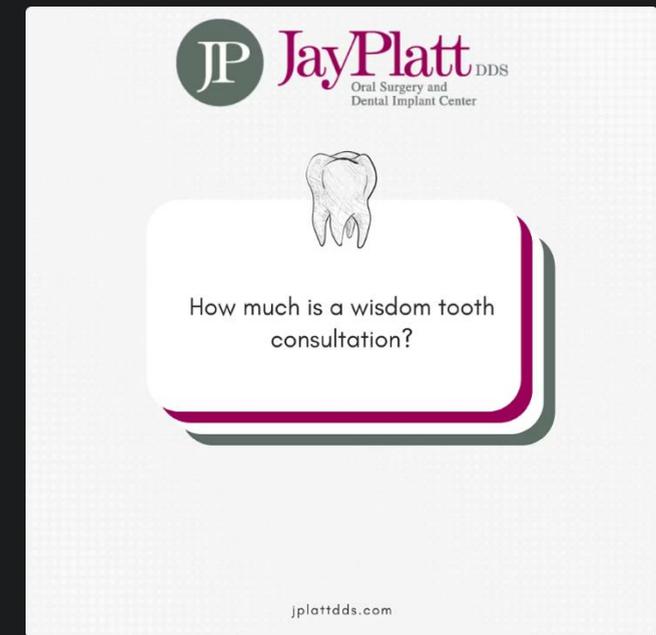
Reels

Behind-scenes, procedures



Testimonials

Real patient experiences

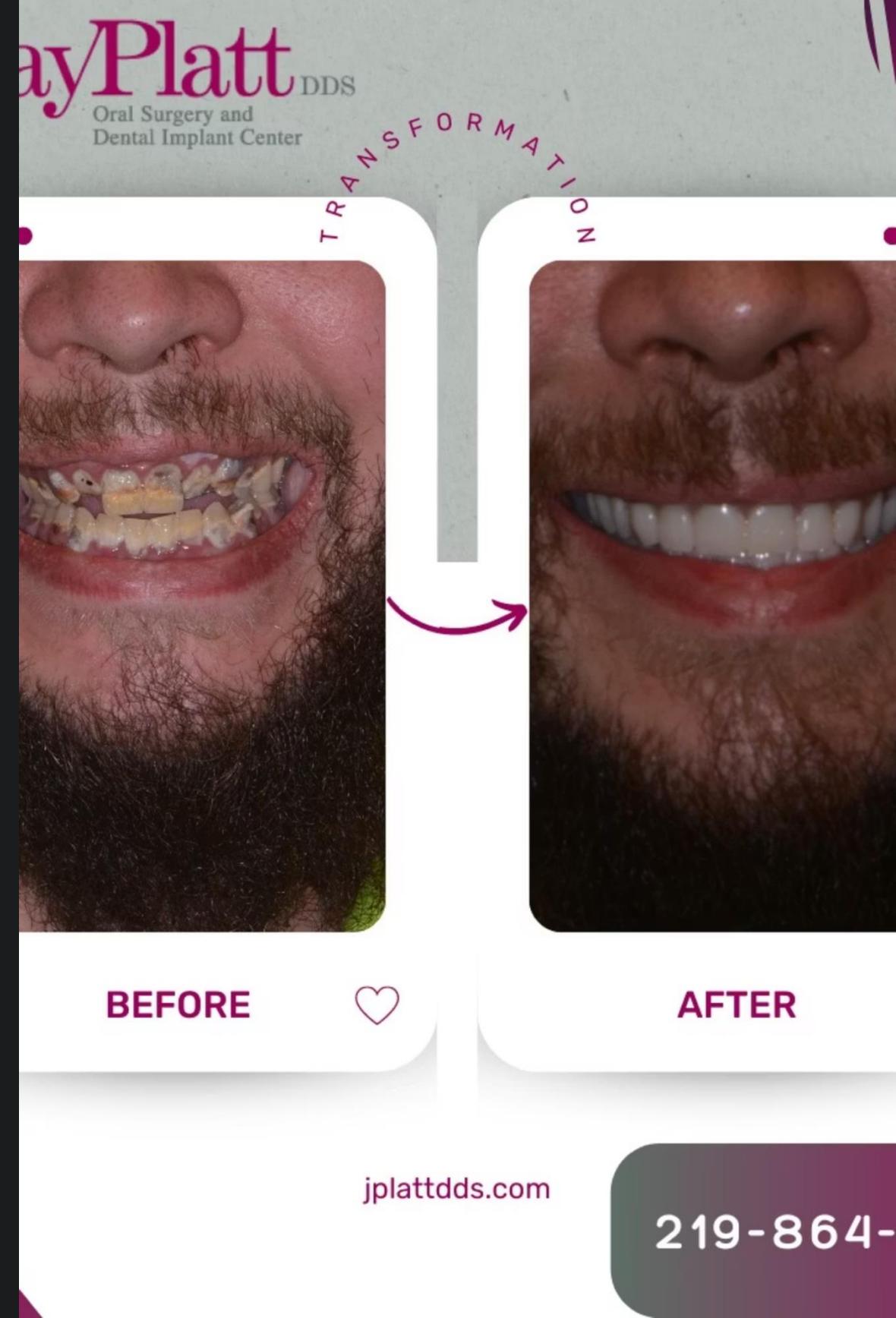


FAQ Posts

Common patient questions

Before & After Content

📄 **HIPAA Compliance:** Always obtain written consent for patient photos



Content Strategy

Organic Content

- Educational posts daily
- Patient stories weekly
- Behind-scenes content

Paid Amplification

- Boost top performers
- Target specific demographics
- Track conversion metrics

Social Media Benefits for Dental Practices (22)

35%

Higher Retention Rates

with social media

2.3x

Increased Referral Rate

With a social media presence

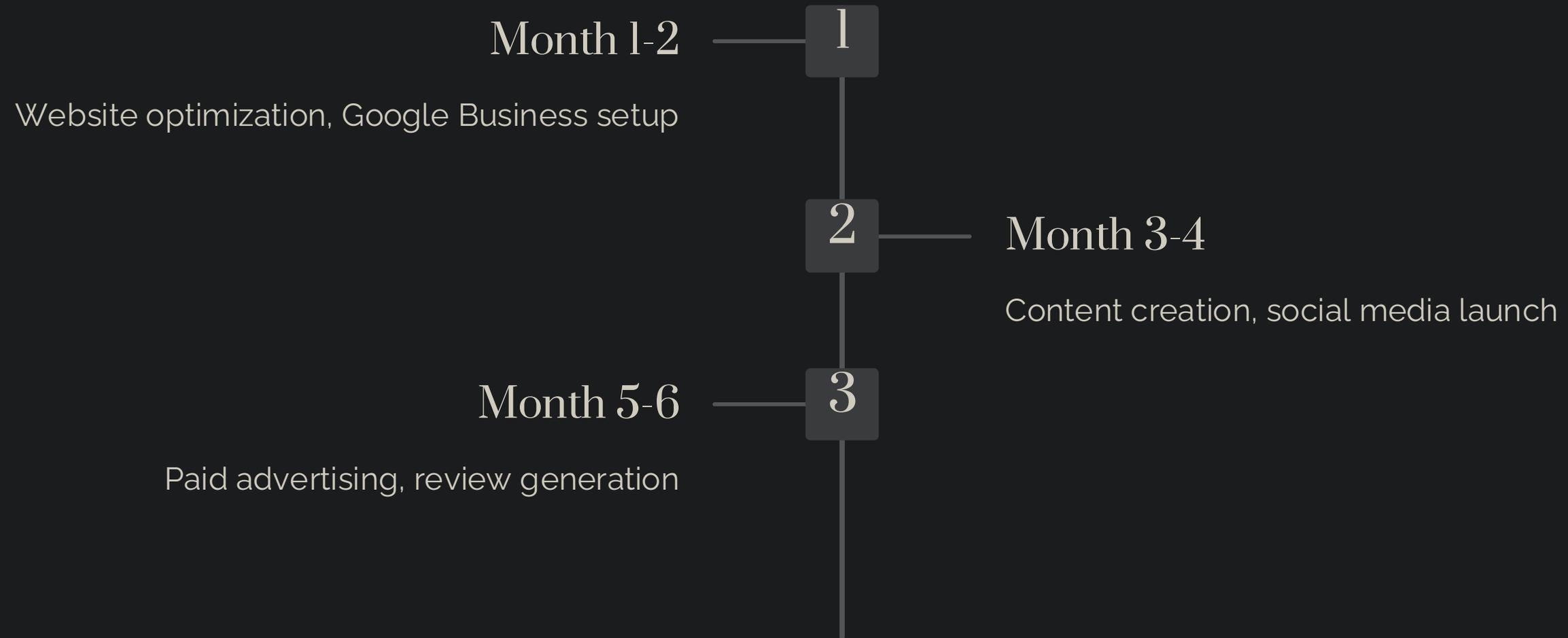


Campaign Brainstorm Exercise

Break into small groups: Create 3-post campaign for new dental implant service

- Educational post
- FAQ Post
- Patient testimonial
- Behind-the-scenes

The Strategy



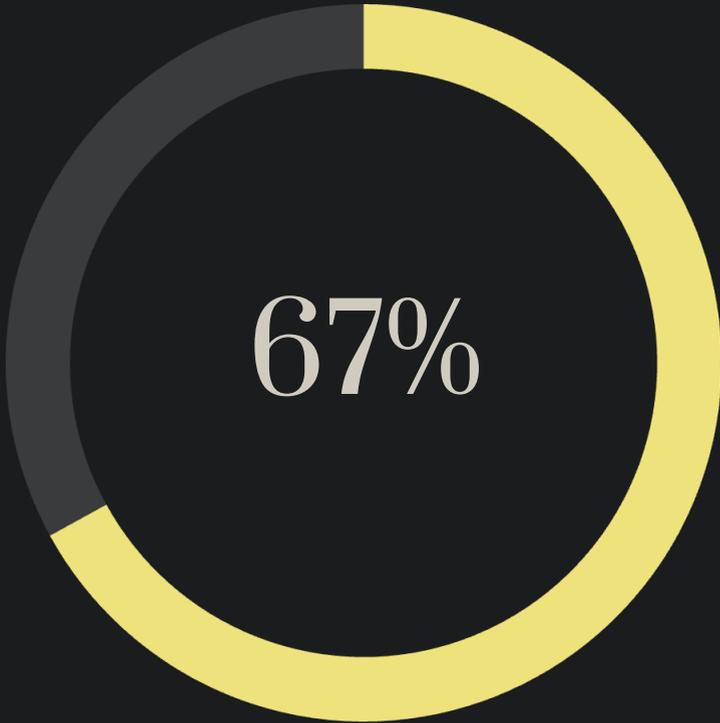


Reputation Management

"It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently."

— Warren Buffett

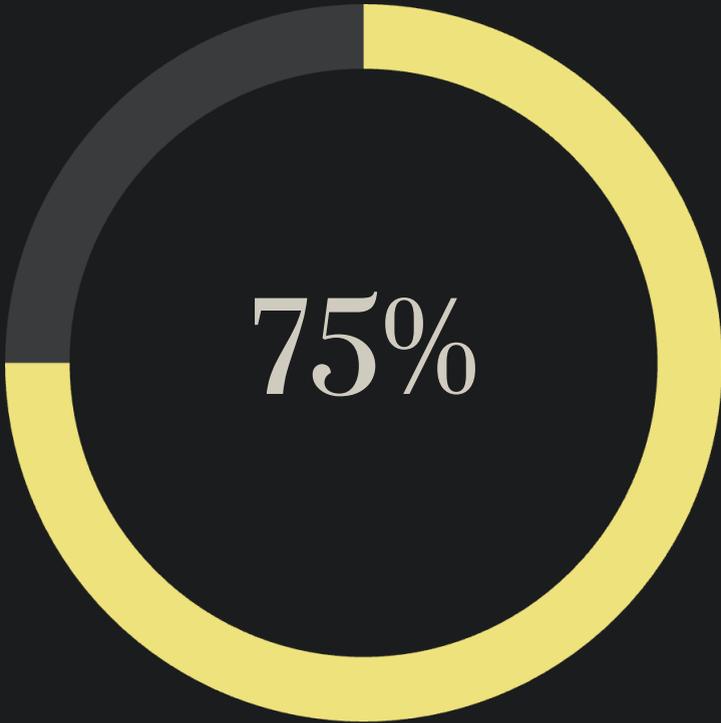
Reviews Impact Decisions



Search Online Before Booking

As much as personal recommendations

(5)



Check Reviews First

Before choosing healthcare provider (6)



Minimum Rating

Patients expect for consideration

Important for AI Listing (6)

Positive Review Example



"Dr. Smith made my wisdom teeth removal completely painless. The staff was incredibly caring throughout the entire process. I was nervous, but they explained everything clearly and made me feel comfortable. Highly recommend!"

Key elements: Specific procedure, emotional experience, staff interaction

Amplifying Positive Reviews

01

Thank the Patient

Public response within 24 hours

02

Share on Social

Screenshot with patient permission

03

Include in Marketing

Website testimonials, brochures

Negative Review Example

"Had to wait 45 minutes past my appointment time. The procedure was fine but the scheduling is clearly disorganized. Very frustrating experience overall."

Response opportunity: Address scheduling, show improvement



Professional Response Template (23)

"Thank you for your feedback. We are sorry to hear about a less-than-satisfactory experience. Please contact us directly so we can work to remedy this situation for you"

Key elements: Acknowledge, action taken, invite dialogue, protects privacy

HIPAA Compliance and Best Practices

- ❏ **Never** reference specific medical information in public responses
- Never** acknowledge the reviewer is or was a patient, even if they openly admit they were
- Never** get into a back and forth through a review in a public forum



Turning Negative to Positive



Immediate Response

Within 2-4 hours



Take Offline

Private conversation



Demonstrate Change

Process improvements

Review Analysis Exercise

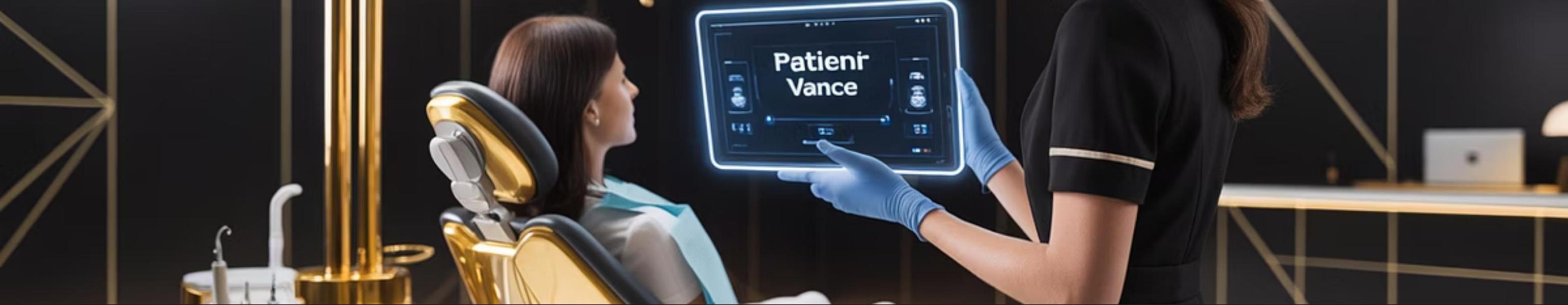
Positive Review

"Excellent care from start to finish. Dr. Johnson explained everything clearly and the implant procedure was smoother than expected."

Negative Review

"Billing department made multiple errors. Had to call three times to resolve insurance issues. Clinical care was good though."

Group Exercise: Draft responses for both reviews



AI in Dental Practices



Administrative AI



Smart Scheduling

Automated appointment optimization, conflict resolution



Insurance Pre-Auth

Automated verification, approval tracking



Documentation

Voice-to-text notes, treatment summaries, patient letters, inter-professional communication

Clinical AI Applications



Imaging Analysis

- X-ray interpretation support
- Anomaly detection
- Treatment planning assistance

Patient Communication AI



24/7 Chatbots

Answer common questions,
schedule appointments



Automated Follow-up

Post-procedure care instructions,
check-ins



Smart Reminders

Appointment confirmations,
medication alerts

AI Time Savings

20%-30%

of the day spent on non
productive administrative
tasks (24)

15,791

Work Hours/Year

Saved through use of AI scribes in
medicine (25)

25%-30%

Cost Reduction

of administrative costs (26)



Large Language Models

What Are LLMs?

ChatGPT

Most popular, versatile

Claude

Better for longer documents. Great for coding help

Gemini

Google's solution

HIPAA Compliance with AI



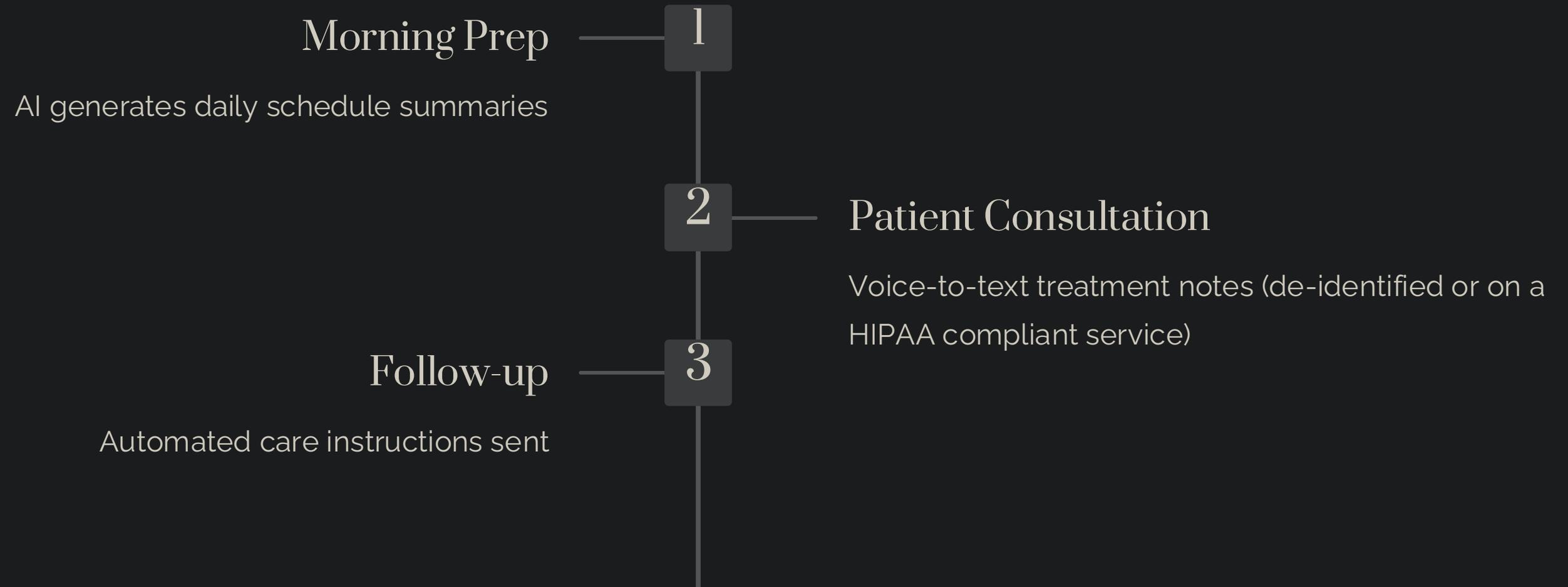
Do

- Use de-identified information
- Business Associate Agreements-available in ChatGPT Enterprise
- Secure platforms only

Don't

- Input patient names/dates
- Share specific medical details
- Use free consumer versions

Real-World AI Examples





Ai prompt
Template

Prompt Templates

Ready-to-use templates for common tasks

Patient Education Content

"Create a patient-friendly explanation of [procedure] that addresses common concerns. Include:

- What to expect during treatment
- Recovery timeline
- Potential complications

Please put the results inside of a canvas for easy editing"

Referral Communication

"Draft a referral letter to [specialty] for patient with [condition]. Include:

- Clinical findings
- Treatment attempted
- Specific consultation request
- Urgency level

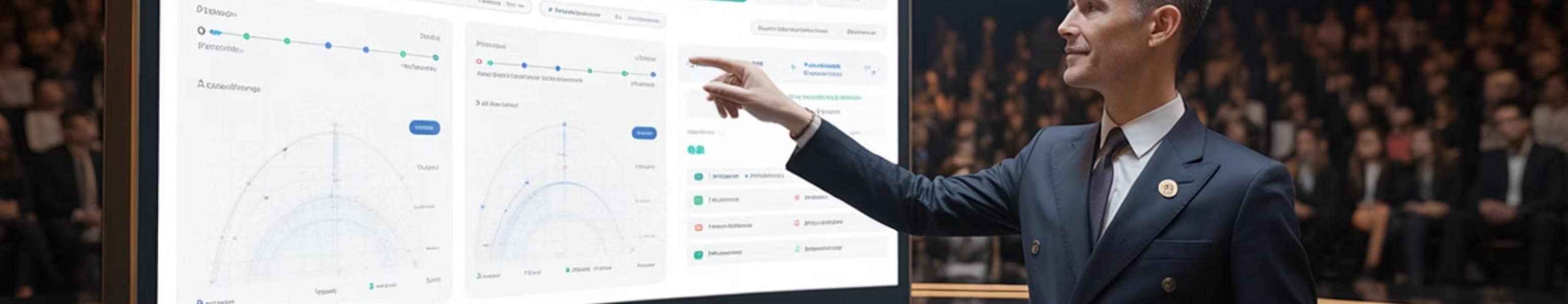
Professional medical tone."

Social Media Posts

"Create 3 Instagram posts about [dental topic]:

1. Educational carousel (5 slides)
2. Patient testimonial format
3. Behind-the-scenes reel script

Include relevant hashtags for oral surgery practice."



Live Demo

Walking through: Patient education content creation



Bringing It All
Together

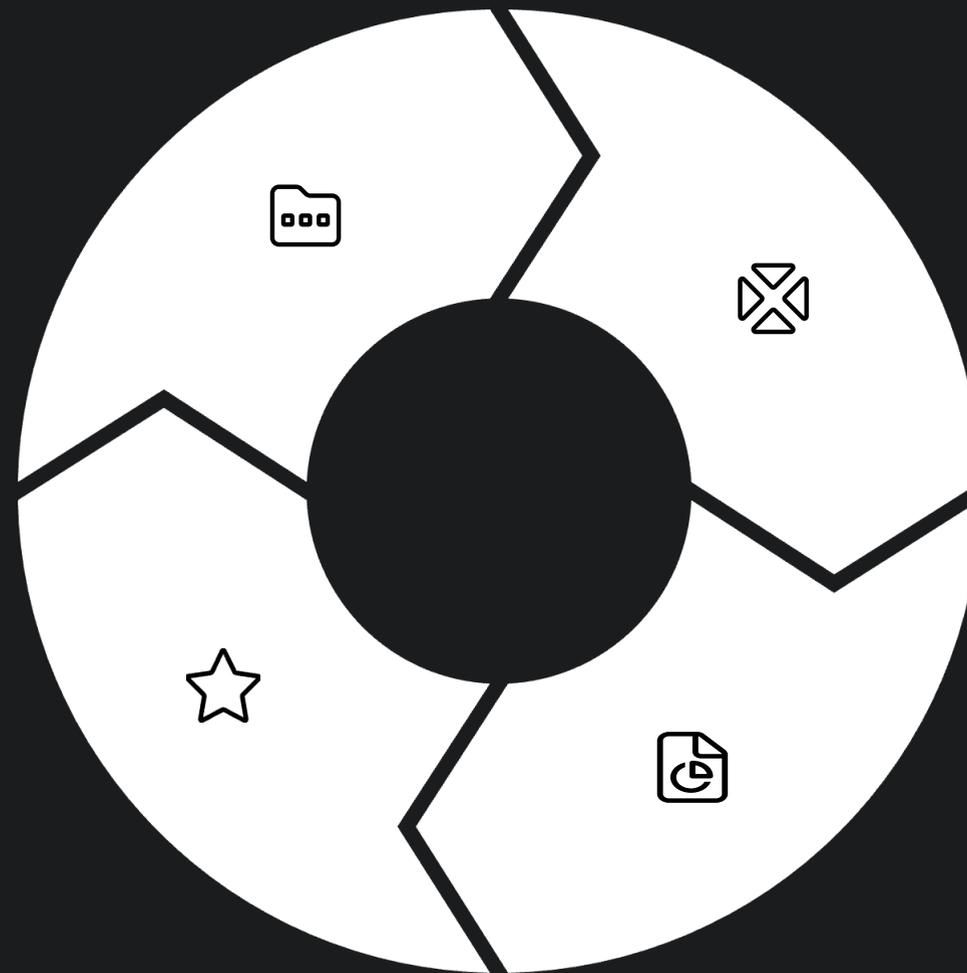
Marketing + AI Integration

AI Creates Content

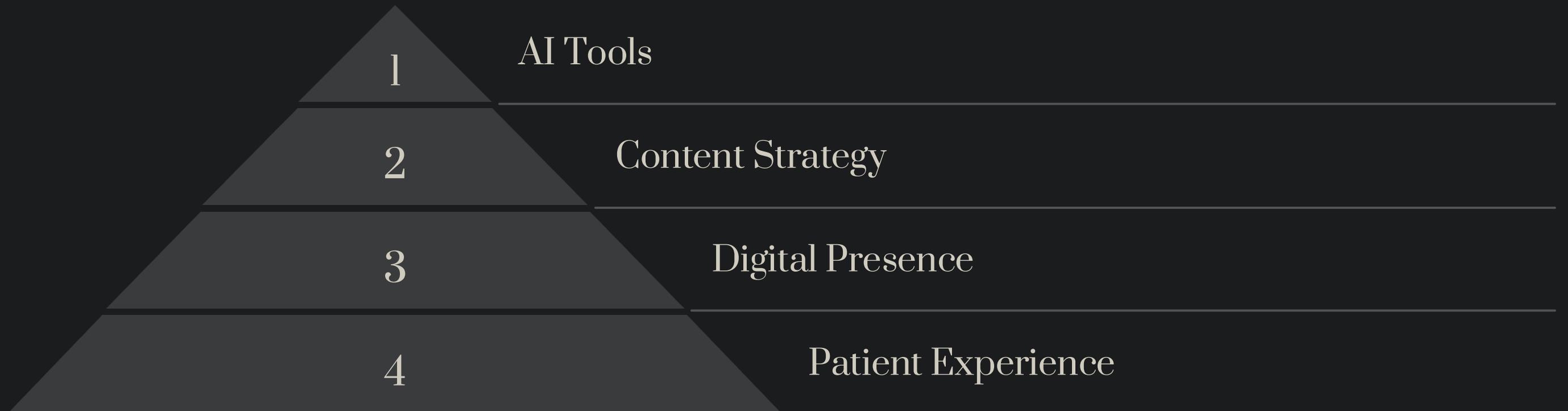
Digital Marketing
Distributes

AI Optimizes Performance

Data Informs Strategy



Sustainable Growth System



Monday Morning Action Plan

Quick Wins (Week 1)

- Update Google Business Profile
- Set up ChatGPT account
- Request patient reviews

Long-term (3-6 months)

- Website redesign
- Social media strategy
- AI workflow integration

Implementation Timeline

Week 1

Google Business optimization

Month 2

Social media launch

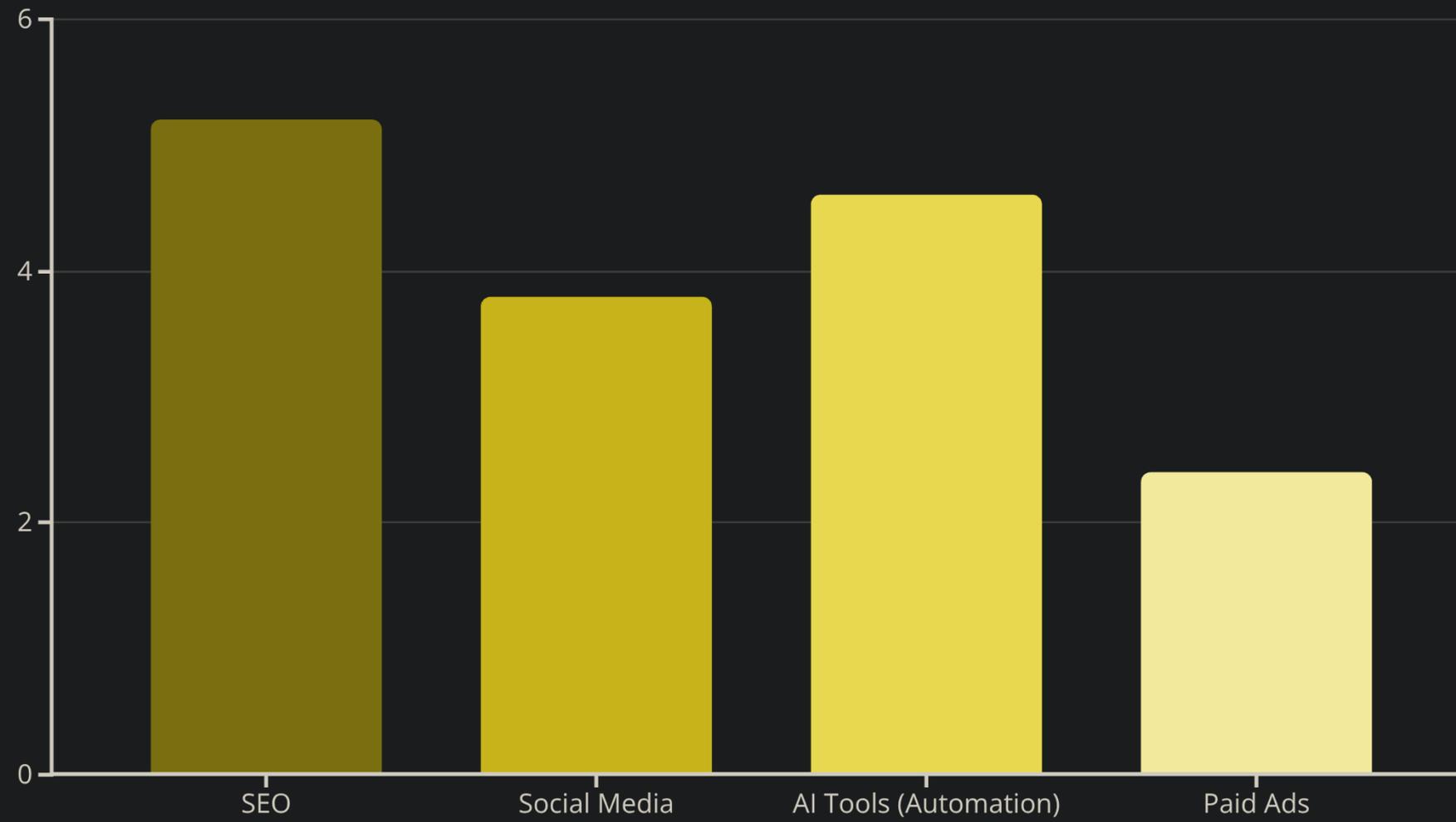
Week 2-4

Content creation with AI

Month 3+

Scale and optimize

ROI Expectations



SEO (27-29)
5X-7X ROI

Social Media (27,28, 30)
3x-5x ROI

AI Tools & Automation (24-26)
4x-6x ROI

Paid Ads (31)
2x-3x ROI



Success Metrics

20%-35% Patient Lead Growth

First 6 months (21,28,30)

4-5 Hours Time Saved monthly per provider

AI automation benefits (24-26)

10%-20% Revenue Growth YoY

Combined digital strategies (28,30,32)

Common Challenges

1

"No time for marketing"

AI reduces time investment by
4-5 Hours per month (24-26)

2

"Limited tech skills"

Templates and training
available

3

"Worried about HIPAA"

Refer back to examples we have discussed thus far





Next Steps

- Download Tool Kit (Scan QR Code at the end of this presentation)
- Download the 3 Point Patient loss Audit (Available during dicussion)
- Schedule team training session
- Begin Week 1 action items



Questions & Discussion

3-Point Patient Loss Audit

Are You Losing Patients Without Realizing It?

Discover the 3 key points where most practices lose patients — and how to fix them fast.

This quick, 3-step audit helps you identify where patients are falling out of your funnel — before they ever call, during their first visit, and after treatment. Perfect for dental specialists and practice owners who want measurable growth.

Most practices unknowingly lose 30-40% of potential patients at critical touchpoints. Our proven audit framework reveals exactly where the gaps are in your patient journey and provides actionable solutions you can implement immediately.



Before They Call

First impression gaps



First Visit

Experience breakdowns



After Treatment

Follow-up failures



Scan the QR code to access your free audit today.

Get instant access to your comprehensive patient loss assessment and start recovering revenue within 48 hours.

Scan to Download Your Free Audit

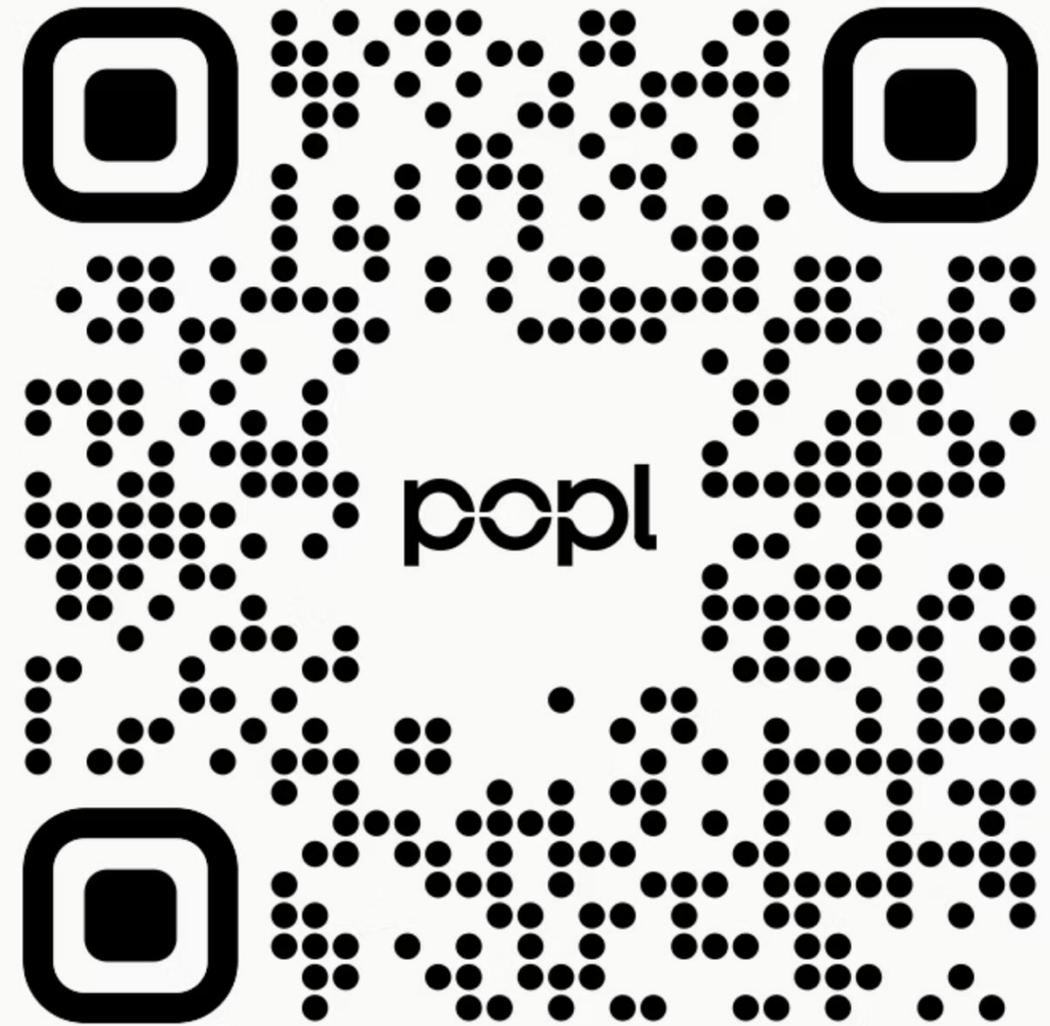
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Contact Information

Follow-up Support

- Email: 4ddigitalmedia@gmail.com
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Thank You

Questions? Let's discuss your specific practice needs



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