

Patient Media System: How to Capture, Protect, and Use Patient Stories to Drive Consistent Growth

A simple, compliant system to turn everyday patient experiences into one of your highest performing growth channels.



Why This Matters

Patients are now looking for something different. They want proof that you deliver great care.

Before choosing a dentist, they want to see:

- **Real patients**
- **Real results**
- **Real experiences**

Without that proof, your marketing will never reach its full potential.

Consider this:

How many happy patients walked out of your practice this week without anyone documenting their experience?

That is where growth is being lost.



The 3-Part Patient Media System

Step 1: Capture the Right Moments

You do not need every patient, you need the right ones.

Focus on:

- Smile transformations
- Patients who verbally express gratitude
- High value procedures like implants, veneers, full arch
- First visit wins, especially patients who were nervous or skeptical



What to say (simple script your team members can use):

"Hey, would you be open to sharing a quick photo or short video about your experience? It really helps other patients feel more comfortable choosing us."

Keep it natural. No pressure.

Step 2: Protect Your Practice (Non-Negotiable)

Before using any patient photos, videos, or testimonials, you need proper authorization.

Without it, you risk:

- Compliance issues
- Patient complaints
- Having to remove valuable content



Use a structured media release form that clearly:

- Authorizes use of photos, videos, and testimonials
- Allows use across website, social, and marketing
- Protects patient identity (no last name, no sensitive info)
- Clarifies how content may be shared publicly

This is where most practices either skip the step or use something incomplete.

You can download this compliant template here:

**Patient Media Release
Form Template**

The form allows you to:

- Use patient images, videos, and testimonials for marketing and education
- Share across website, social media, and promotional materials
- Maintain compliance while still maximizing visibility
- Ensure patients understand how their content may be used

It also protects your practice by clearly outlining consent and limitations.

Step 3: Use It Where It Actually Converts

Most practices that collect testimonials still do not see results.

Why? Because they do not use them strategically.

Start here:



Website

- Homepage: Feature 2 to 3 strong patient stories
- Service pages: Match testimonials to specific treatments



Internal Marketing

- Show testimonials on screens in the office
- Use them during treatment presentations
- Reinforce trust during consultations



Social Media

- Before and after photos with short captions
- Short video testimonials
- Weekly “Patient Story” posts



When This Is Working vs Not Working

When This Is Working:

- Patients reference other patient experiences when choosing you
- Case acceptance feels easier
- Your marketing converts without relying on discounts

When This Is Not Working:

- You are constantly trying new marketing tactics with inconsistent results
- Patients ask more questions or hesitate longer
- Your online presence feels generic

Simple Weekly Execution Plan

Have your team follow this:

Daily

- Identify 1 patient who could be a good fit for a testimonial

Weekly

- Capture 2 to 5 patient photos or short videos
- Add at least 1 new testimonial to your website or social

Monthly

- Review which testimonials are getting engagement
 - Double down on what is working
-

The Bigger Opportunity Most Practices Miss

This is not just about testimonials, it is about how your practice builds trust at scale.

If your marketing is not converting, or growth feels inconsistent, it is usually not just one issue.

If you want help seeing how this fits into your overall growth strategy, we will walk through it with you.

On a complimentary 15 minute growth review, we will gather the info to let you know:

- **Where your highest value patients are actually coming from**
- **What your competition is doing that you may not see**
- **What your marketing should be focused on right now**

Schedule your complimentary growth review here.

[Schedule Your Call Now](#)



Or scan here



*"I don't think we would have been nearly as successful without you guys. I feel like you took a 10-year process and you made it 3 years. **You can't put a price on that.**"*



Alex Cherniavsky

CO-OWNER, BLUE RIDGE DENTISTRY



BLUE RIDGE
DENTISTRY