



MARKETING A NEW ASSOCIATE

**A COMPLETE GUIDE TO ANNOUNCING AND
INTEGRATING A NEW DENTIST**



TABLE OF
CONTENTS

Introduction

Pre-Announcement Planning

Physical Preparations

Internal Communication

Patient Communication

Digital Development

Social Campaigns

Community Introduction

Conclusion





INTRODUCTION

You've found the perfect associate dentist to join your practice—a skilled clinician who aligns with your philosophy of care and brings fresh energy to your team. Now comes the critical part many practice owners overlook: effectively introducing this new doctor to your patients and community.

Patients build deep relationships with their dentist. They've shared vulnerable moments in your chair, trusted you with their smile, and perhaps even conquered dental anxiety with your guidance. The bond between patient and dentist is meaningful, which is why introducing a new associate requires thoughtful marketing, not just a casual email announcement or a hastily printed sign at the front desk.

How you present your new associate shapes everything that follows. When patients see evidence of your confidence in this doctor through professional signage, carefully crafted social media introductions, and enthusiastic team interactions, they're primed to transfer their trust. Alternatively, a lackluster introduction guarantees skepticism. Patients quickly pick up on hesitation or disorganization, silently wondering, "If the practice doesn't seem fully confident in this new doctor, why should I be?"

INTRODUCTION

The marketing efforts you implement now directly impact your associate's success in those crucial first months. A comprehensive approach creates a ripple effect—building credibility before the first appointment, making those initial patient interactions smoother, and accelerating practice growth. Your new associate's clinical skills will ultimately speak for themselves, but effective marketing gives them the running start they deserve.

Your associate's integration isn't just about adding another provider to the schedule. It's an opportunity to refresh your practice's image, strengthen patient relationships, and build excitement around expanded care possibilities. Let's make sure their introduction is as exceptional as the care they'll provide.





PRE-ANNOUNCEMENT PLANNING

As soon as the new doctor signs their contract, the marketing clock is ticking. Well before they see their first patient, you need a clear plan that coordinates every aspect of their introduction to your practice community. Starting early gives you the advantage of a controlled, strategic rollout rather than a rushed announcement or unpleasant surprise.

Begin by creating a comprehensive timeline that works backward from their start date. Ideally, your pre-announcement phase should begin 2-3 months before your associate's first day, giving you ample time for preparation without revealing the news prematurely. This timeline becomes a roadmap, so nothing gets overlooked in the excitement of adding a new provider.

Consider how your associate will be positioned within your practice structure. Will they focus on specific procedures or patient demographics? Do they bring unique skills or interests that complement your existing services? These questions shape their professional brand within your practice identity. The way you define their role impacts everything from how they're introduced on your website to the language staff uses when scheduling appointments.

PRE-ANNOUNCEMENT PLANNING

Your associate needs a complete suite of marketing materials from day one. This includes professional headshots and clinical photos that match your practice's visual style, a compelling biography that highlights both credentials and personality and template materials for announcements across different channels.

Schedule a professional photography session well before their start date to ensure consistency with your existing brand aesthetics. I recommend getting all your doctors involved and having a few pictures to choose from of all your providers for easy and consistent content creation. This is much more useful than just getting headshots of the new doctor.



Budget realistically for announcement expenses. Beyond basic print and digital materials, consider:

- Signage updates both inside and outside your office
- Welcome events or special offers for patients to meet the new doctor
- Potential advertising in local media
- Refreshing outdated practice materials to coincide with this new chapter

PRE-ANNOUNCEMENT PLANNING

Don't overlook the critical backend preparations. Insurance credentialing often takes 60-90 days, so initiate this process immediately after contract signing. Your associate can't be properly marketed until patients can actually be scheduled with them under their insurance plans.

Similarly, your practice management software needs updating before any announcements go public. Create the new provider profile, establish scheduling templates, and train your team on any workflow changes. These system updates ensure your team can immediately begin scheduling patients with your new doctor once announcements are made. Remember that your new associate may need longer procedure time, especially if they're fresh out of dental school. Take this into account when scheduling.

The foundations laid during this planning phase determine the success of every marketing effort that follows. Thoughtful preparation creates a seamless introduction that builds confidence among patients and positions your new associate for immediate success.



PHYSICAL PREPARATIONS

The physical environment of your practice speaks volumes before anyone says a word. When patients enter your office, every visual element should confirm what they'll soon hear directly: there's an exceptional new doctor who's now part of your trusted team.

Start with your signage. Exterior signs create first impressions and build legitimacy, so update them promptly. Whether adding your associate's name to existing monument signs or refreshing door decals, these changes signal permanence and integration. Inside, update doctor directories and treatment room nameplates to include your associate. These small details matter—they quietly reinforce that your associate is a fully endorsed member of your clinical team, not a temporary addition.

If you have the time and budget to take an extra step -- create dedicated displays in your waiting area that introduce your associate in an engaging way. A professional stand featuring their photo, credentials, special interests, and perhaps a personal note creates a warm introduction before the first appointment. Consider including a brief Q&A that highlights both professional background and personal touches that make them relatable. Position these materials where patients naturally gather or pause.

PHYSICAL PREPARATIONS

Plan a professional photo session that captures both clinical and personality-focused images of your associate. These photos should match the style and quality of existing team images. Schedule this session as soon as you can so that the photos are ready for all marketing materials. Beyond standard headshots, capture your associate interacting with team members if possible to illustrate their integration into your practice culture.

Update your printed materials to include your associate. This includes business cards for both the new doctor and any team members who reference providers in their interactions. Appointment cards, letterhead, and prescription pads might seem like minor details, but they represent daily touchpoints that reinforce your associate's official standing in the practice.

Your practice brochures and new patient packets might require revision as well. Rather than creating separate materials for your associate, integrate them into these documents. This presentation choice subtly communicates that all providers deliver the same standard of care under your practice philosophy. Update service menus to highlight any new offerings your associate brings to the practice.

PHYSICAL PREPARATIONS

Finally, revise all financial and insurance paperwork to include your new associate. Patients should see your associate's name on consent forms, treatment plans, and insurance documentation. These business documents must align with your marketing message that your associate is a fully integrated, permanent part of your practice.

These physical preparations create a cohesive environment where every visual element works together to build confidence in your new associate—even before their first patient interaction.

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RESTORE
DENTAL ARTS

YOU HAVE AN APPOINTMENT

ON _____ AT _____

☐ AM
☐ PM

THIS TIME IS RESERVED EXCLUSIVELY FOR YOU. We trust that no changes will be necessary, and we reserve the right to charge for appointments cancelled or broken without 24 hour notice.

INTERNAL COMMUNICATIONS

Your team's reaction to your new associate sets the tone for every patient interaction that follows. When staff members enthusiastically embrace and confidently introduce a new doctor, patients naturally follow their lead. Conversely, if your team seems hesitant or uninformed, patients can sense that and be reluctant to give the new provider a try.

Host a team meeting dedicated to introducing your associate—before their first day. Share their professional background, clinical philosophy, and personal interests. Discuss how their skills complement existing services and how patient scheduling will work moving forward. Address any operational changes directly and allow time for questions. This initial meeting transforms your associate from an abstract concept to a real person your team feels connected to.

Create reference materials that help your team speak confidently about your new doctor. Develop a one-page highlight sheet with key talking points about their education, experience, special interests, and procedures they'll focus on. Include personal details your associate is comfortable sharing—where they're from, hobbies, or family information—as these create natural conversation bridges. Make these reference sheets accessible at every team workstation for quick consultation.

INTERNAL COMMUNICATIONS

Front desk staff need particular attention, as they'll field most patient questions about your associate. Script several responses to common scenarios: existing patients asking why they're being scheduled with someone new, inquiries about your associate's experience, or concerns about changing providers. These prepared responses should emphasize confidence in your associate's skills while acknowledging the importance of patient choice.

Role-play these conversations with your team. Practice explaining why seeing your associate might mean earlier appointment availability or how their specialized training benefits specific treatment needs. Stay away from robotic scripts and instead develop comfortable, natural language that conveys genuine endorsement.

Establish clear protocols for handling patient scheduling with your associate. Determine whether certain patients will be preferentially scheduled with them based on treatment needs, scheduling availability, or other factors.

Create a strategy for balancing your associate's schedule with an appropriate mix of procedures and patient demographics that support their development and integration.

INTERNAL COMMUNICATIONS

Prepare your clinical team for warm handoffs between doctors. When you personally introduce your associate to long-term patients during hygiene visits or treatment consultations, you transfer your established trust directly. Guide your hygienists and assistants on facilitating these introductions naturally during patient appointments.

Finally, update any internal systems that reference provider information, from billing procedures to electronic health records. When your team is thoroughly prepared, they become your most powerful marketing channel—authentically promoting your associate because they fully understand the value this doctor brings to your patients and practice.





PATIENT COMMUNICATION

Communicating your associate's arrival to patients requires a multi-channel approach that balances information with excitement. Each patient touchpoint presents a distinct opportunity to build credibility and generate interest in your new doctor.

Begin with a personalized announcement letter to existing patients. This communication should come directly from the practice owner, personally endorsing your associate while explaining how their addition enhances patient care. Keep the tone warm and conversational—as if you're sharing exciting news with friends. Include your associate's photo and a brief biography that highlights both credentials and personality. Mail this announcement approximately 3–4 weeks before your associate begins seeing patients, giving patients time to absorb the news.

Enhance this personal touch with direct email outreach featuring a brief video message from the practice owner. This video introduction creates immediate connection—patients see your face, hear your enthusiasm, and witness your personal endorsement of the new doctor. Consider recording this in your office with your associate present, allowing for a brief introduction where patients can observe your natural rapport. This visual endorsement carries significant weight, as patients are more likely to trust someone their trusted dentist clearly respects.



PATIENT COMMUNICATION

Complement these communications with a secondary email introducing the associate in their own words—perhaps sharing their philosophy of care, special interests, or what drew them to your practice specifically. These personal insights help patients connect with your associate as an individual before meeting them. These videos should be recorded for social media anyway and can have multiple uses.

Develop in-office materials that create awareness during patient visits. Display announcement cards at checkout that patients can take home, featuring your associate's photo and a brief welcome message. These physical reminders reinforce the news patients receive through other channels.

An extra step you can take if your budget allows is developing a professional press release for local newspapers, community publications, and neighborhood websites announcing your associate's arrival.

Emphasize their connection to the community, specialized training, or how their addition allows your practice to serve more families. For practices in smaller communities, coverage in a local newspaper can significantly enhance awareness.

PATIENT COMMUNICATION

Target dental industry publications with announcements for professional recognition. Many dental associations and regional dental societies include new associate announcements in their newsletters or websites. These placements build professional credibility that indirectly benefits your peer relationships. Adding new skill sets and more capacity to your practice will be a green light for other offices referring to you.

These targeted promotions help build your associate's schedule quickly while giving patients additional motivation to experience their care. Consider a strategy to direct new patients or emergency exams directly to the new associate.

Coordinate the timing of these various communications carefully. Your patients should hear your news through multiple channels in a logical sequence, creating a sense of momentum and excitement around your associate's arrival that generates genuine interest in meeting this new addition to your dental team.

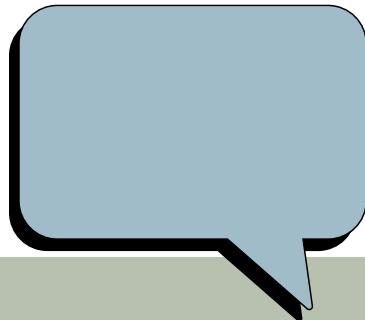


DIGITAL DEVELOPMENT

Your practice's digital presence requires careful attention when introducing someone new. Patients research extensively online before their first appointment, making your online appearance a critical factor in building confidence in your new doctor.

Begin with website updates. Create a dedicated provider page for your associate that includes professional photography, detailed credentials, and a personalized biography. This biography should balance professional accomplishments. Integrate your associate throughout the site rather than isolating their information, updating team pages, service descriptions, and any provider-specific content to include them fully. Your new doctor needs to be listed in every single place that other providers are named.

Take a look at your practice management system and review all automated confirmations and reminder messages to ensure they properly reference your new doctor when patients book with them. These small details can have a large impact on patient expectations and first impressions.



DIGITAL DEVELOPMENT

Update your Google Business Profile immediately. Add your associate to your provider list, upload their professional photo, and adjust your business description to mention the expanded care team.

This profile often creates the first impression for prospective patients, so make sure the information is complete and consistent with other marketing channels.

Similarly, update all relevant online directories including insurance provider lists, dental association memberships, and local business directories.

Prepare for managing online reviews during this transition period. New associate integration can sometimes create temporary disruptions in patient experience. Monitor review platforms closely and respond promptly to any feedback related to your associate.

When positive reviews mention your new doctor, highlight these across your social channels to build social proof for their skills and patient rapport.



DIGITAL DEVELOPMENT

Consider local search engine optimization (SEO) implications. Update your website's metadata to include your associate's name and any specialized services they provide. Create content opportunities that feature their expertise, such as blog posts or FAQ sections that address their specialty areas. These additions help your practice appear in searches specifically related to your associate's skills, drawing new patients specifically interested in these services.

Your website developer can help tremendously with this, or take it off your plate completely while you focus on print and social campaigns. Consider letting your web host know that an associate is joining a couple weeks prior to the start date so they can expect the extra content coming their way in the form of pictures and copy.



SOCIAL CAMPAIGNS

Social media offers an inexpensive, widespread opportunity to introduce your associate in an engaging, personal way that traditional marketing can't match. Each platform provides a chance for storytelling that builds connection before the first appointment.

Craft announcement strategies that play to each platform's strengths. On Instagram, focus on visual storytelling through professional photoshoots and behind-the-scenes glimpses of your associate settling in. Facebook allows for more detailed narratives and community engagement through comments. LinkedIn provides space for highlighting professional credentials and connecting with referral partners. Taking the extra time to tailor your content to each platform can make a difference.

Develop a content plan for your associate's introduction, spacing announcements to create sustained interest rather than a single burst of information. Begin with an official welcome post featuring professional photography and key credentials. Follow with more personal content—perhaps a brief interview about their approach to dentistry, their decision to join your practice, or even lighthearted team integration moments. These sequential posts build a more complete picture of your associate over time.

SOCIAL CAMPAIGNS

Video content creates powerful connections. Record a warm introduction where your associate speaks directly to patients about their background, philosophy of care, and excitement about joining your practice. Keep this brief (60–90 seconds) and conversational. Video content consistently generates higher engagement than static posts and provides patients with valuable insight into your associate's personality and communication style.

Consider investing in targeted digital ads to expand your reach beyond current followers. Create Facebook and Instagram ads targeting potential patients in your service area with specific demographic characteristics that align with your associate's focus. Google Ads campaigns can highlight any new services or expanded hours your associate brings to the practice, capturing potential patients currently searching for these specific offerings.



SOCIAL CAMPAIGNS

🎉🎉 We are so pleased to announce that our office is GROWING!!

We are excited to welcome Dr. Jonathan Solares to our practice. Dr. Solares is a North Carolina native and recently finished his residency in Georgia. He is skilled in all areas of general dentistry with additional focus in sedation and implant dentistry. We are thrilled to be adding his expertise to the team and look forward to a wonderful working relationship.

With the addition of Dr. Solares comes more good news for our patients – FRIDAY HOURS! 🙏🙏

We are pleased to be able to accommodate our patient family in a greater capacity and look forward to serving you with new hours five days a week. Our new hours are in the works and will be decided soon.

Follow us for more updates as our practice grows!



👍❤️ 137

14 comments 12 shares

👍 Like

💬 Comment

📧 Send

➦ Share

SOCIAL CAMPAIGNS

Leverage Stories features on Instagram and Facebook to maintain visibility at the top of patients' feeds. These temporary posts create perfect opportunities for more casual, authentic content—quick team introductions, office tour snippets featuring your associate's treatment room, or glimpses of their first day. Stories create a sense of immediacy and exclusivity that standard posts can't match, and their prominent placement ensures maximum visibility.

Build anticipation with a strategic countdown campaign in the weeks before your associate begins seeing patients. Create visually cohesive graphics that reveal more about your associate with each post—their education one day, special skills another, perhaps personal interests closer to their start date. This approach transforms a simple announcement into an engaging narrative that encourages patients to follow along, while simultaneously creating multiple opportunities for your associate to appear in feeds.

Social media provides the perfect platform for showcasing your associate's personality alongside their professional qualifications. When strategically executed, these digital campaigns transform your associate from an unknown entity to a familiar, trusted provider—even before patients meet them in person.



COMMUNITY INTRODUCTION

Building your associate's professional network is as crucial as patient introductions. These strategic connections establish referral pathways and professional credibility that directly impact practice growth.

Schedule personal meetings between your associate and your most valued referral sources—orthodontists, oral surgeons, endodontists, and medical professionals who regularly send patients your way. These one-on-one connections allow specialists to develop confidence in your associate's clinical approach and communication style. Consider having your associate accompany you on referral visits, gradually transitioning these relationships to their independent management.

Draft a professional announcement letter specifically for referring doctors that highlights your associate's training, special interests, and cases they're particularly suited to handle. Include their direct contact information and emphasize their availability for case consultations. This communication should be separate from patient announcements, focusing on clinical expertise and collaborative care opportunities.

COMMUNITY INTRODUCTION

Consider hosting an open house event to introduce your associate. This could be professionally focused for referral partners, patient-centered for your existing practice family, or a combination of both approaches. The format you choose should reflect your practice culture and community while giving your associate a platform to connect with important stakeholders in a comfortable setting.

Leverage your hygiene schedule strategically for patient introductions. Assign your associate to perform exams during hygiene appointments with established patients. These brief interactions allow patients to meet your associate before needing comprehensive care. The hygienist's introduction and your associate's brief and friendly exam creates a handoff that builds familiarity and trust.



COMMUNITY INTRODUCTION

For practices with higher new patient volume, consider directing specific types of new patients to your associate from the start. This might include emergency appointments (which showcase their clinical skills and ability to manage anxious patients) or specific procedure types that align with their strengths. There is an added benefit for both patient and provider of being able to schedule much needed treatment quickly.

The most effective community introduction strategy combines multiple approaches—professional networking, strategic scheduling, and selective events—creating layered opportunities for your associate to establish their presence as an integral part of both your practice and community.





Adding a new associate to your practice is a powerful opportunity to refresh your image, strengthen patient connections, and energize your community presence. The marketing strategies we've covered create a seamless transition that benefits everyone: patients gain confidence in their new provider, your associate builds their patient base quickly, and your practice experiences healthy growth.

Success starts with thorough planning well before your associate's first day. Creating a timeline, preparing marketing materials, and updating practice systems sets the foundation for everything that follows. Your physical environment reinforces your associate's credibility through updated signage, refreshed print materials, and thoughtful displays that visually integrate them into your team.

Your existing staff powerfully influences patient acceptance. Their confident, enthusiastic introduction of your associate directly shapes how patients respond. Providing them with reference materials, conversation starters, and proper training ensures they become effective advocates for your new doctor.

Patient communication must be multi-faceted. Personal letters, direct email outreach with video content, and in-office announcements create awareness through multiple touchpoints.

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Your digital presence—from website updates to directory listings—creates consistency across all patient research channels. Social media showcases your associate's personality alongside their professional credentials, creating familiarity before the first appointment.

Professional networking establishes your associate within the broader healthcare community. Introductions to referral partners, collaborative marketing opportunities, and strategic scheduling decisions build meaningful connections that support long-term practice growth.

Each element reinforces the others, creating a complete introduction strategy that positions your associate for success. Collectively, these efforts transform what could be a challenging transition into a significant growth opportunity.

The investment in properly marketing your new associate demonstrates your commitment to growth, reinforces patient confidence in your entire team, and creates momentum as your associate becomes an integral part of your practice story.



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