



AUTOMATION & WORKFLOWS

The Claude + Canva content workflow

Idea to branded post without starting from a blank Canva page — and the design stays editable when you are done.

9

PAGES

PDF

FORMAT

10 min

READ



How to turn simple ideas into branded dental content without starting from a blank Canva page.

The goal: Idea → Claude → Canva → Edit → Post.

Use this workflow to create patient education, promotions, FAQs, hiring posts, treatment content, and practice updates faster — while keeping the final design editable in Canva.

Built for dentists and dental teams who do not want to become designers.

Connect Claude to Canva

Set it up once. Then create from the chat.

Canva's AI connector works with Claude and lets you create, search, edit, manage, and repurpose Canva content from an AI conversation. The design stays editable inside Canva.

- 01 **Open Claude.** Open a new chat and go to the area where you manage integrations/connectors.
- 02 **Connect Canva.** Choose Canva and follow the authorization steps to connect your Canva account.
- 03 **Start with one simple request.** Try: "Create an Instagram post explaining dental implants to patients."
- 04 **Open the Canva result.** Review the design in Canva, make any final changes, and export or publish.

Important. Canva Free can connect to AI assistants. Some capabilities — such as certain resizing, Brand Template, or enterprise autofill features — may depend on your Canva plan.

DO THIS BEFORE YOU GENERATE ANYTHING

- ☐ Upload your logo to Canva.
- ☐ Add your brand colors so your posts stop looking random.
- ☐ Choose 1-2 fonts and use them consistently.
- ☐ Create one folder called "Practice Social Content."
- ☐ Save 10-20 approved practice photos your team can reuse.

The 5-minute dental content workflow

One topic. One prompt. Multiple assets.

Do not ask Claude to "make content." Give it a treatment, an audience, and a specific outcome.

- 01 **Pick one treatment.** Example: dental implants, whitening, veneers, Invisalign, crowns, root canals, hygiene, or emergency dentistry.
- 02 **Pick one patient question.** Example: "How long do dental implants last?"
- 03 **Ask Claude for the content.** Have Claude write the copy and create the Canva design in the same conversation.
- 04 **Create variations.** Ask for a feed post, Story version, patient FAQ graphic, or front-desk flyer from the same idea.
- 05 **Review clinically.** Fix anything inaccurate, overly absolute, or inconsistent with how your practice actually treats patients.

PROMPT · THE CORE PROMPT

Create a clean Instagram post for a dental practice about [TOPIC].

Audience: everyday patients with no dental background.

Goal: educate, not scare.

Headline: short and curiosity-driven.

Body: simple patient language, no jargon.

CTA: encourage the patient to ask their dentist if this applies to them.

Keep the design modern, minimal, and professional. Avoid cartoon teeth, clutter, and exaggerated

claims. If my Canva Brand Kit is available, use it.

Copy + paste dental prompts

Five prompts your team can use immediately.

PROMPT · PATIENT EDUCATION CAROUSEL

Create a 5-slide Instagram carousel explaining [TREATMENT] to a nervous patient. Slide 1 should be a strong hook. Slides 2-4 should explain what it is, who it may help, and one common misconception. Slide 5 should encourage the patient to ask their dentist. Keep each slide under 25 words and create it in Canva.

PROMPT · FAQ POST

Create a branded Instagram post answering: "[PATIENT QUESTION]". Make the answer simple enough for a patient to understand in 10 seconds. Add a short caption and create the design in Canva.

PROMPT · TREATMENT PROMOTION

Create a tasteful promotional post for [TREATMENT/OFFER]. Lead with the patient outcome, not the discount. Avoid pressure or exaggerated promises. Include a clear next step to contact the practice and create it in Canva.

PROMPT · HIRING POST

Create a recruiting post for a dental practice hiring a [ROLE]. Make it feel modern and professional. Highlight [3 BENEFITS]. Include a clear application CTA and create the design in Canva.

PROMPT · PRACTICE UPDATE

Create a clean practice announcement for [UPDATE: new technology / new doctor / extended hours / new location / holiday hours]. Give me a feed post and Story version in Canva.

Your 30-day content map

Stop deciding what to post every morning.

Use five repeatable content pillars. Pick six ideas from each pillar and you already have 30 posts.

PILLAR	IDEAS
01 Patient questions	Does whitening damage enamel? / Why do gums bleed? / Crown vs. veneer? / How long do implants last? / Why does cold hurt? / What causes bad breath?
02 Treatment education	Implants / Invisalign / veneers / crowns / root canals / hygiene
03 Trust builders	Meet the doctor / meet the team / technology / sterilization / what to expect / why patients choose us
04 Objection handling	Cost / fear / time / insurance / "I'll wait" / "It doesn't hurt yet"
05 Practice growth	New patient offer / financing / same-day emergency care / new technology / reviews / referral reminder

PROMPT · BATCHING PROMPT

Take these 30 topics and create a one-month content calendar for a dental practice. Use a mix of education, trust-building, objection handling, and promotional content. For each post give me: the topic, hook, 50-100 word caption, CTA, and the Canva format I should create. Do not repeat the same angle twice.

Turn one idea into five assets

This is where the workflow actually saves time.

Once Claude + Canva creates something you like, do not start over for the next platform. Repurpose the same idea.

ASSET	HOW TO USE IT
01 Feed post	1080 × 1080 or 4:5 educational graphic
02 Instagram Story	Vertical version with one message and one CTA

ASSET	HOW TO USE IT
03 Carousel	Break the same topic into 4-6 patient-friendly slides
04 In-practice screen	Turn the educational message into a waiting-room or operatory visual
05 Front-desk flyer	Make a printable version for consultations or take-home education

PROMPT · REPURPOSING PROMPT

Take the Canva design we just made and repurpose the same message into: 1) an Instagram Story, 2) a 5-slide carousel, 3) a waiting-room screen, 4) a printable front-desk flyer, 5) a second social post with a different hook. Keep the clinical message consistent. Do not invent new claims.

Scaling rule. Once your team finds 2-3 layouts that consistently look good, reuse those. Consistency beats generating a completely different style every day.

The 60-second dental content check

AI makes the first draft. Your practice owns the final one.

CHECK	WHAT YOU ARE LOOKING FOR
Clinical accuracy	Is every treatment statement correct?
No guarantees	Remove claims that imply guaranteed outcomes.
Patient language	Could a patient understand it without dental training?
Brand consistency	Correct logo, colors, fonts, tone, and contact information?
Visual simplicity	Can someone understand the post in a few seconds?
CTA	Is there one clear next step?

CHECK	WHAT YOU ARE LOOKING FOR
Privacy	No patient names, images, or protected information unless your practice has the required permissions and safeguards.
Final human review	A dentist or approved team member checks it before publishing.

A SIMPLE WEEKLY SYSTEM

DAY	WHAT YOU DO
Monday	Choose 5 topics
Tuesday	Generate copy + Canva drafts
Wednesday	Clinical + brand review
Thursday	Repurpose top posts
Friday	Schedule next week's content

Creating social content is useful. Educating patients inside the practice is where it gets even more valuable.

MOLAR gives dentists and dental teams a growing library of visual patient-education videos built to help explain treatments, procedures, and dental conditions.

ARE YOU A DENTIST OR DENTAL PROFESSIONAL?

Use MOLAR chairside, on an iPad, in consultation rooms, or on TVs around the practice so patients can actually see what you are explaining.

- Visual patient education for treatments and procedures
- Useful during consultations and treatment discussions
- Built for phones, tablets, computers, and practice TVs
- A growing library your team can pull from instead of creating everything from scratch

Explore the MOLAR Patient Education Library. Instead of explaining everything from scratch, show them.



THE NEXT STEP

Stop making content. Start getting patients.

MOLAR is the content engine for dentistry — a patient-education library your practice can run every week without a camera crew, an agency retainer or a blank calendar.

MOLAR TV

01

A streaming library of patient-education video, built for the chair, the waiting room and your feed. Start the 14-day free trial and use it on a real patient this week.

Start the 14-day free trial

MOLAR Social

02

Your practice feed, produced for you. Scripts, edits, captions and a posting calendar that runs off the treatments you already sell. See a live demo of a real practice feed.

Explore MOLAR Social

Book a call

03

30 minutes with the MOLAR team. We look at your site, your market and what you are posting now, then tell you the shortest route to more booked treatment.

Book a call with MOLAR