



AUTOMATION & WORKFLOWS

The dentist's 30-day AI content playbook

Turn the services already on your website into a month of patient-education videos, using Claude to write and ElevenLabs to voice them.

10

PAGES

PDF

FORMAT

10 min

READ



How to turn the services already on your website into a month of patient-education videos using Claude + ElevenLabs.

The engine: Website → Claude → 30 scripts → ElevenLabs → 30 videos.

The goal is not to post more random content. It is to turn the treatments your practice already provides into a repeatable patient-education system.

Built for dentists who want consistent content without filming every video manually.

Turn your website into the content plan

Start with the treatments you already sell.

Your Services page is already a list of topics patients need help understanding. Use it as the source instead of brainstorming from zero.

- 01 **Open Claude.** Start a new chat.
- 02 **Give Claude your website.** Paste the link to your practice website and tell Claude to review the Services or Treatments page. If the page cannot be accessed, paste the service list or page text directly.
- 03 **Ask for patient questions.** Do not jump straight to scripts. First have Claude identify the real questions, fears, objections, and misconceptions patients have about each treatment.
- 04 **Turn the best questions into videos.** Choose the strongest 30 topics and then generate one short-form script for each.

PROMPT · THE 30-DAY CONTENT PROMPT

Review the Services/Treatments section of this dental practice website: [PASTE URL].

Build a 30-day short-form video content plan for the dentist. For each service, think like a real patient and identify:

- common questions
- fears
- misconceptions
- cost/value concerns
- "what happens if I wait?" questions
- comparisons with other treatments



PROMPT · THE 30-DAY CONTENT PROMPT (CONT.)

Choose the 30 topics most likely to educate a patient and create curiosity.

For each topic give me:

- 1) a short hook
- 2) the patient question being answered
- 3) the treatment/service it supports
- 4) the desired patient takeaway

Do not write the full scripts yet.

Make the scripts sound like a dentist

The script is where generic AI content dies.

Do not ask for 30 generic scripts and publish them untouched. Give Claude clear rules so the doctor sounds credible, simple, and human.

PROMPT · SCRIPT GENERATION

Take the 30 approved topics and write a 30-45 second patient-education script for each one.

Rules:

- write as a dentist speaking directly to one patient
- start with a strong hook in the first sentence
- use simple patient language
- keep sentences short enough to speak naturally
- explain one idea per video
- avoid exaggerated claims or guaranteed outcomes
- avoid sounding like an advertisement
- end with a natural next step such as asking their dentist whether the treatment is appropriate
- do not add headings, scene directions, emojis, hashtags, or production notes
- give me only the spoken script for each video

MAKE IT SOUND LIKE YOU

- Tell Claude: "Make this 20% more conversational."
- If you would never say a phrase in real life, delete it.

- Replace technical words with the patient-friendly version you already use chairside.
- Keep the first sentence aggressive enough to stop the scroll, but keep the clinical explanation calm.
- Read every script once before generating the voice. Awkward text becomes awkward AI speech.

PROMPT · HOOK UPGRADE

Rewrite only the first sentence of each script. I need a dentist to stop another dentist or patient within the first 3 seconds.

Make the hook:

- specific
- outcome-driven
- easy to understand immediately
- under 12 words when possible
- not clickbait
- not fearmongering

Give me 3 hook options per script.

Create your ElevenLabs voice

Clone once. Reuse it across the entire library.

ElevenLabs Instant Voice Cloning is designed to create a reusable voice from a short reference recording. ElevenLabs recommends roughly 1-2 minutes of clean audio for a strong instant clone.

- 01 **Go to Voices.** In ElevenLabs, open Voices and choose the option to create an Instant Voice Clone.
- 02 **Record clean audio.** Use about 1-2 minutes of normal speech. Record in a quiet room with no music, echo, suction, HVAC noise, or background conversations.
- 03 **Use your normal delivery.** Do not perform a fake announcer voice. The sample should sound like how you want the videos to sound.
- 04 **Save the clone.** Name it clearly so your team knows which approved voice to use.



- ☐ Use only your own voice or a voice you have explicit rights/consent to clone.
- ☐ Keep the microphone distance consistent.
- ☐ Avoid long pauses and background noise.
- ☐ Use a sample that contains natural variation in sentence length and emphasis.
- ☐ If the clone sounds wrong, improve the reference recording before trying to fix every generated script.

VOICE-CLONE CHECKLIST

PROMPT · VOICE-FRIENDLY SCRIPT CLEANUP

Rewrite this script for text-to-speech. Keep the meaning exactly the same, but:

- make punctuation guide natural pauses
- remove awkward abbreviations
- write numbers the way they should be spoken
- break long sentences into shorter ones
- keep dental terms correct
- do not add new claims

Return only the final spoken script.

Turn the voice into an avatar video

Script + voice + avatar = finished talking-head video.

ElevenLabs Avatars can pair a script with a voice from your library — including a cloned voice — and produce a synchronized talking-head video in the same workflow.

- 01 Create or choose your avatar.** Use the Avatar area in ElevenCreative. Create a reusable identity or choose an appropriate approved avatar.
- 02 Choose your cloned voice.** Select the voice clone you created in your ElevenLabs voice library.
- 03 Paste one approved script.** Generate the speech, listen to it, and fix pronunciation before producing the final video.
- 04 Generate the avatar video.** Create the lip-synced version and review the full output before publishing.

Current product note. ElevenLabs says Avatars are available on paid plans, and some avatar/reference-image capabilities can vary by region or provider.

DO NOT GENERATE ALL 30 BEFORE TESTING ONE

- Generate one script first.
- Check the voice pronunciation.
- Check the avatar framing and lip sync.
- Fix your template once.
- Then batch the remaining videos using the same approved settings.

The 30-video content map

Do not make 30 versions of the same sales pitch.

A strong month mixes education, objections, comparisons, urgency, and trust. Use this structure to keep the feed useful.

TYPE	VIDEOS	EXAMPLES
Patient questions	08	Does it hurt? How long does it last? What happens during it?
Myth / misconception	05	Root canals are painful. Whitening ruins enamel. Implants are only for older patients.
Treatment comparison	04	Crown vs veneer. Implant vs bridge. Invisalign vs braces.
What happens if I wait?	04	Missing tooth. Cracked tooth. Gum disease. Untreated decay.
Trust / process	04	What happens at consult. How we plan treatment. What recovery looks like.
Decision support	03	Who is a candidate? When treatment is not appropriate? What changes cost?
Practice-specific	02	Technology, team, financing, convenience, or unique service.

- Dental implants
- Root canals
- Gum disease
- Dentures
- Hygiene
- Sedation
- Veneers
- Whitening
- Extractions
- Bridges
- Wisdom teeth
- Smile makeovers
- Crowns
- Clear aligners
- Emergency dentistry
- Night guards
- Pediatric dentistry
- Bonding

EASY DENTAL TOPICS TO FEED CLAUDE

Build a system your team can repeat

The dentist should approve content — not run production.

Once the voice, avatar, and content rules are approved, the production workflow should be simple enough for a team member or content manager to run.

STEP	OWNER	OUTPUT
1. Services	Practice / marketing	Approved treatment list
2. Topics	Claude + reviewer	30 content ideas

STEP	OWNER	OUTPUT
3. Scripts	Claude + dentist	30 clinically approved scripts
4. Voice prep	Claude + dentist	TTS-ready scripts
5. Generate	Marketing	ElevenLabs avatar videos
6. QA	Dentist / approved reviewer	Accurate final videos
7. Publish	Marketing	Scheduled content

KEEP THE LIBRARY ORGANIZED – FILE NAMING RULE

RULE · FILE NAMING

[SERVICE]_[TOPIC]_[VERSION]_[DATE].mp4
 Implants_How_Long_They_Last_V1_2026-08-26.mp4

Keep the approved script with the matching video file so the team always knows what was actually said.

BATCHING RULE

- Approve all 30 topics before writing all 30 scripts.
- Approve 3-5 scripts before generating all 30.
- Approve one finished avatar video before batching the rest.
- Do not regenerate everything because of one bad video — fix the template or script that caused it.
- Keep one spreadsheet or tracker with Topic → Script approved → Voice generated → Video approved → Published.

The 60-second quality check

AI can produce the video. It cannot own the clinical claim.

- ☐ **Clinical accuracy:** Is every dental statement correct?
- ☐ **No guarantees:** Remove absolute promises about results, pain, longevity, or candidacy.
- ☐ **Pronunciation:** Did the voice say procedure names, doctor names, and brands correctly?

- ☐ **Natural delivery:** Does the pacing sound like a human dentist?
- ☐ **Visual trust:** Is the avatar clean and professional enough that it does not distract from the message?
- ☐ **One takeaway:** Does the patient understand the main point in under a minute?
- ☐ **CTA:** Is the next step appropriate and not overly salesy?
- ☐ **Consent:** Only clone voices and create likeness-based avatars when you have the appropriate rights and consent.

Best practice. Treat AI-generated patient education as a production shortcut, not a replacement for professional review. Every published dental video should be checked by an appropriate person at the practice.

Want patient education without creating every video yourself?

MOLAR gives dentists and dental teams a growing library of visual patient-education videos built for treatment conversations inside the practice.

ARE YOU A DENTIST OR DENTAL PROFESSIONAL?

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

- Visual explanations for treatments, procedures, and dental conditions
- Useful during consultations and case-presentation conversations
- Built for phones, tablets, computers, and practice TVs
- A growing library your team can use instead of explaining 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