



PATIENT EDUCATION

The multilingual dental video playbook

Record once, translate, and multiply your patient education across languages without re-filming — with a human checking clinical accuracy.

9

PAGES

PDF

FORMAT

10 min

READ



How to record once, translate your patient-education videos, protect clinical accuracy, and multiply your content across languages.

The simple workflow: Record once → Translate → Review → Publish.

Built for dentists and dental teams that serve multilingual patients but do not want to re-film the same educational content over and over.

Use AI for speed. Keep a human in the loop for clinical accuracy.

The exact workflow

Turn one recording into multiple language versions.

HeyGen's Video Translation workflow can take an existing video, translate the spoken content, generate translated audio, and add lip synchronization. The platform currently allows multiple target languages in the same translation job.

- 01 **Record your source video.** Speak naturally in your strongest language. Keep the camera stable and your face visible.
- 02 **Open HeyGen → Translate.** Upload the video, or use a supported video link if that fits your workflow.
- 03 **Choose the source language.** Let HeyGen auto-detect it or select the language manually.
- 04 **Choose the target language.** Pick the language and, when available, the regional locale or accent that best matches your audience.
- 05 **Choose your translation mode.** Use Audio Only when lip sync does not matter, Speed for straightforward front-facing videos, or Precision when the footage is more complex.
- 06 **Review the translated script.** For clinical content, review terminology before spending credits on a final render whenever your plan supports proofreading/review tools.
- 07 **Generate and quality-check.** Watch the entire output once. Fix terminology, pronunciation, captions, or awkward phrasing before posting.

Current HeyGen capability. You can select up to 10 target languages in one translation job. For dental practices, start with one or two languages first, lock the workflow, then scale.

Film for better AI translation

Your source video determines the quality of every version.

The cleaner the original recording, the easier it is for AI to preserve your delivery, voice, timing, and mouth movement.

BEST RECORDING SETUP

- **Face the camera.** Front-facing footage is easier to lip-sync than strong side profiles.
- **Keep your mouth visible.** Avoid covering your face with instruments, hands, masks, microphones, or props while speaking.
- **Use clean audio.** Record away from suction, compressors, front-desk noise, or loud HVAC.
- **Use short sentences.** Translation often changes sentence length. Shorter phrases give the system more flexibility.
- **Pause between ideas.** Natural pauses make segment timing easier to adjust.
- **Keep it short.** For social content, 30–60 seconds makes review and iteration much easier.
- **Avoid fast slang.** Clever English wordplay may translate badly. Clear beats clever when the content will be localized.

SPEED VS. PRECISION

MODE	BEST FOR	DENTAL USE
Audio Only	When lip sync is unnecessary	Voiceover, screen recordings, slides
Speed	Front-facing, simple footage	Most dentist-to-camera Reels
Precision	Angles, occlusions, complex scenes	Higher-value polished videos or difficult footage

Protect your dental terminology

The translation is not finished until the dentistry is right.

This is the most important step. A translation can sound fluent and still use the wrong clinical word. Build a terminology list before you scale.

SOURCE TERM	KEEP / TRANSLATE AS	NOTES
Invisalign / Spark	Brand name	Do not translate brand names
TMJ / TMD	Approved local terminology	Confirm what your practice uses
Root canal	Clinically correct local term	Avoid literal translations
Dental implant	Clinically correct local term	Check patient-facing wording
Gum disease / periodontitis	Approved local term	Keep severity distinctions clear
Night guard / oral appliance	Approved term by indication	Do not blur appliance types

CREATE A DENTAL GLOSSARY

HeyGen tip. Brand Glossary is designed to keep specific brand names, product terms, and preferred wording consistent. Use it for terms you never want AI to improvise.

PROMPT • TRANSLATION REVIEW

Review the following dental patient-education translation from [SOURCE LANGUAGE] to [TARGET LANGUAGE]. Do not rewrite it for style unless necessary.

Flag:

- (1) inaccurate dental terminology
- (2) wording that changes the clinical meaning
- (3) phrasing that sounds unnatural to a patient
- (4) any claim that became stronger or weaker in translation

Return the corrected version, then list every change you made and why.

Original: [PASTE ORIGINAL]

Translation: [PASTE TRANSLATION]

Turn translation into a content engine

Do not translate random videos. Build a repeatable system.

The scalable play is to create one strong source video, approve the clinical message once, then localize that asset for the patient populations you actually serve.

SOURCE	+ SPANISH	+ FRENCH	+ GERMAN
1 source video	ES	FR	DE
Original language	Localized version	Localized version	Localized version

CHOOSE LANGUAGES BASED ON ACTUAL DEMAND

- Languages your existing patients already speak.
- Languages your front desk frequently encounters.
- Communities surrounding your practice.
- Languages represented in your website inquiries or new-patient forms.
- High-value treatment pages you want multilingual patients to understand more clearly.

10 VIDEOS WORTH TRANSLATING FIRST

- 01 What to expect during a dental implant procedure
- 02 Root canal: what actually happens
- 03 Why gums bleed
- 04 What a crown does
- 05 Veneers vs. crowns
- 06 What happens if a missing tooth is not replaced
- 07 How clear aligners move teeth
- 08 What to expect after an extraction
- 09 Signs of gum disease
- 10 How professional whitening works

The 60-second QA check

Never publish a clinical translation blind.

AI is the production layer. Your practice is still responsible for what patients hear. Before publishing, run this checklist.

CHECK	WHAT YOU ARE LOOKING FOR
Meaning	Does the translated version say the same thing as the original?
Terminology	Are procedure names and anatomy terms clinically correct?
Claims	Did translation accidentally make a claim absolute, guaranteed, or stronger?
Pronunciation	Are doctor names, practice names, brands, and procedures pronounced correctly?
Captions	Do the subtitles match the spoken translation?
Lip sync	Is anything visually distracting enough to reduce trust?
CTA	Does the final call to action still make sense in that language?
Local review	If possible, have a fluent team member or qualified reviewer approve the final version.

Patient privacy. Do not upload identifiable patient footage or protected patient information into third-party AI tools unless your practice has the appropriate consent, agreements, and privacy safeguards for your jurisdiction.

The weekly multilingual system

Make this a workflow, not another task.

If your practice wants multilingual content consistently, batch the process. The source video should be the only thing the doctor needs to record.

STEP	OWNER	ACTION
1. Topic	Doctor / marketing	Choose one patient question
2. Script	Marketing / AI	Draft and clinically approve source script
3. Record	Doctor	Film one clean source video

STEP	OWNER	ACTION
4. Translate	Marketing	Create required language versions
5. QA	Fluent reviewer	Check meaning, terminology, pronunciation
6. Publish	Marketing	Export, caption, schedule

NAMING CONVENTION

RULE • NAMING CONVENTION

[TOPIC]_[LANGUAGE]_[FORMAT]_[DATE]

DentalImplants_ES_Reel_2026-08-21.mp4

The scaling rule. Do not add more languages until the current ones are easy. A clean two-language workflow that runs every week is more valuable than ten languages nobody can consistently review.

Tool settings and plan availability can change. Verify the current options inside HeyGen before standardizing your team's SOP.

What if your team did not have to create every patient-education video from scratch?

MOLAR gives dental professionals access to a growing visual patient-education library built for use inside the practice.

ARE YOU A DENTIST OR DENTAL PROFESSIONAL?

Use MOLAR to show patients visual explanations of treatments, procedures, and dental conditions instead of explaining everything from scratch every time.

- Use videos chairside during treatment conversations.
- Hand patients an iPad while they wait.
- Play educational content on TVs in the practice.
- Pull up a visual explanation when a patient asks a question.
- Give your team a more consistent way to educate patients.

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



MOLAR AI

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