

Dental Industry

Trends in 2025



Tips and Tools to Navigate an Ever-Changing Marketplace

Patti Williamson
PMW Consulting, LLC
908-461-0822
p.pattiw@gmail.com



Patti Williamson

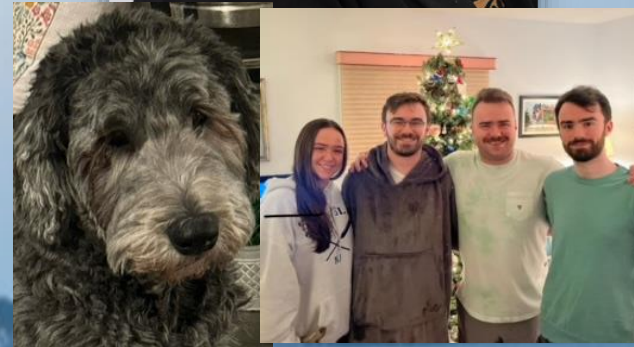
PMW Consulting, LLC

PMW Consulting, LLC

20+ years in Oral Healthcare

Lectured/worked with 100's of Practices across the US

Mom of 4 Great Kids and a Crazy Doodle



Agenda

2025 Trends in the Dental Practice

Tips and Tools to Navigate an Ever-Changing Marketplace

2025 Trends

Website

Social Media

Reputation
Management

Internal &
External
Marketing











Practice Marketing Resources



My Drive > 2025 tools and trends ▾

✕ 1 selected 👤 ⬇️ 📁 🗑️ 🔗 ⋮

Name

-  2025 Trends in the Dental Practice Online Presence-finalw-links-11-...
-  2025 Trends in a Dental Practice Handouts.docx
-  2025 trending technologies in dentistry, Part 1_ Personalized dental...
-  2025 trending technologies in dentistry, Part 2_ New CDT codes yo...
-  PMW marketing lecture information -general oral health.docx 👤
-  2024 marketing trends.docx
-  2024 trends - Jeff Gladnick.docx
-  smile assessment.png
-  links for presentation.pptx
-  online questions.png

2025 Marketing Trends

- **AI-powered Dentistry**
- **Personalizing Patient Experience**
- **Video Marketing**
- **Local SEO Marketing**
- **New Insurance Coding**



AI and Augmented Intelligence in Dentistry

“AI and Augmented Intelligence offer opportunities to improve patient care, diagnostics and administrative processes.”

*Manny Chopra, D.M.D.

-Chair of the ADA Council on Dental Practice



ADA Report

AI in Dentistry – Patient

Clinical Tools

Dental Diagnostics
Imaging Systems
Treatment Planning
Digital Records

Patient Interaction

ChatGPT/Copy Ai
Marketing Tools
Patient Education
Virtual Assistant

Robots and Automation

Now/Future
Tooth Prep
Implant Placement
Ortho Adjustment
PARL

ADA Report

AI in Dentistry – Office

Integration

System/Protocols

Administrative
Support

Patient Safety

Data Privacy

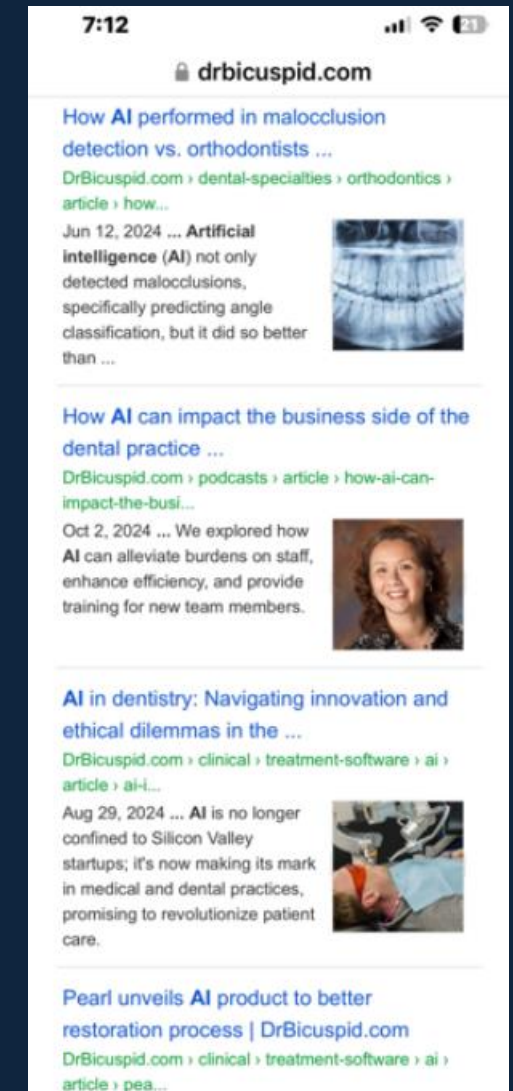
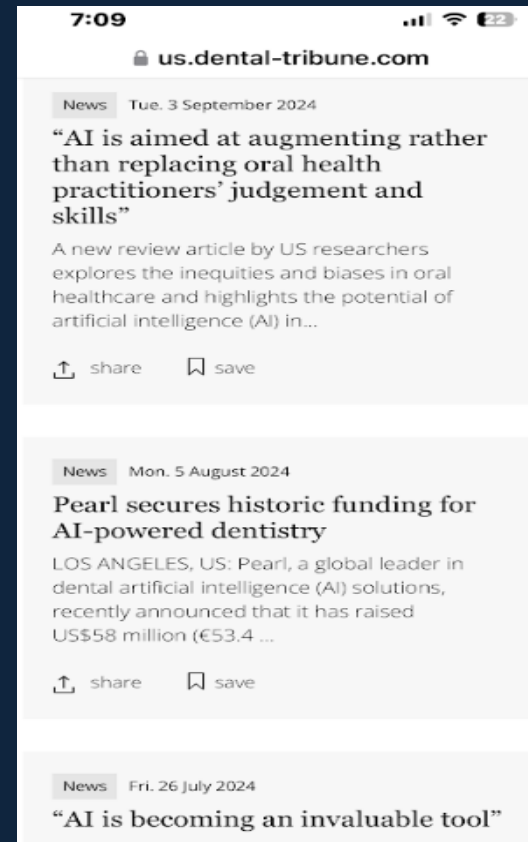
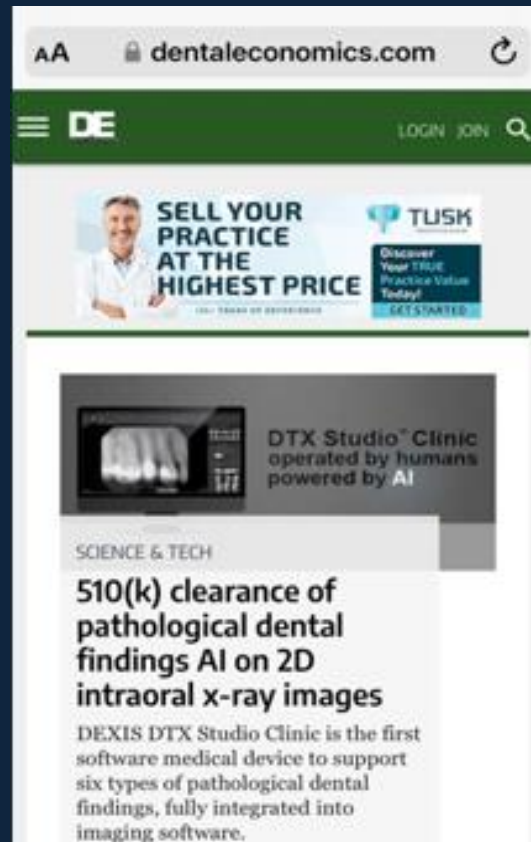
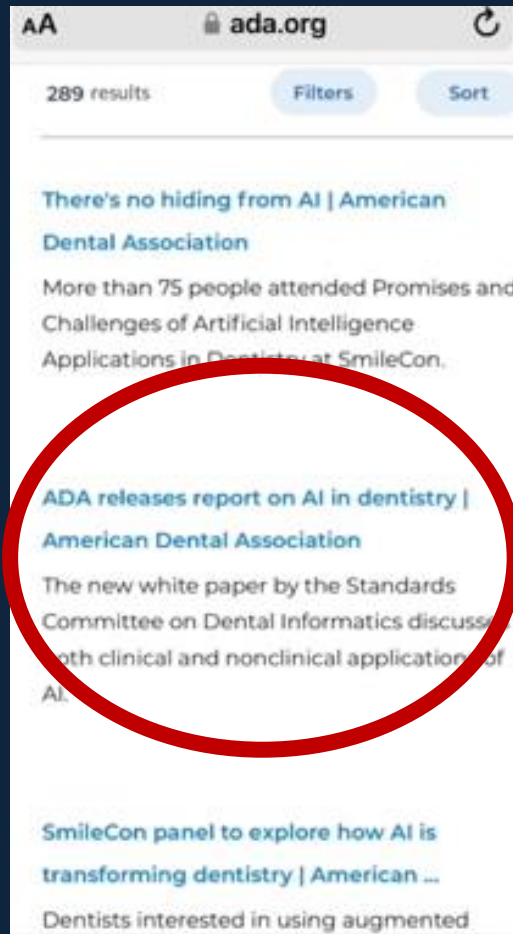
Standards

Ethical
Considerations

Training

Education

AI in the NEWS



AI AS A CLINICAL TOOL

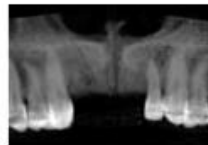
Digital diagnosis and treatment planning



First examination



3D planning and surgical template



2D X-ray



3D images



Surgical template

2025 Marketing Trends

- AI-powered Dentistry
- Personalizing Patient Experience
- Video Marketing
- Local SEO Marketing
- New Insurance Coding



Personalizing Patient Experience



Engaging Content Website/Social

Interactive Patient Communication

Visualizing Software/Treatment Plans
- Future Focused Pt Discussions

Teledentistry – TX Plans

AI Generated Content – ChatGPT
- Blog Posts, Newsletters, FAQs

Communications Within/Between Offices

Patient Centric



Answer The Following
Questions To Learn More
About Our Pricing &
Financing Options!

What Best Describes Your Condition? *

- ☐ I Have All My Teeth
- ☐ I'm Missing One Tooth
- ☐ I'm Missing Multiple Teeth
- ☐ I'm Missing All My Teeth

0%

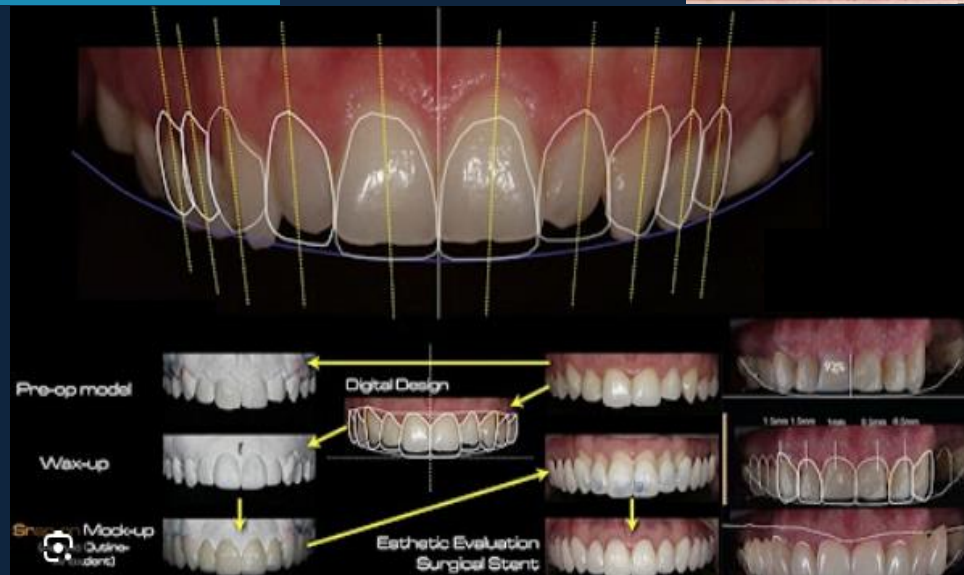
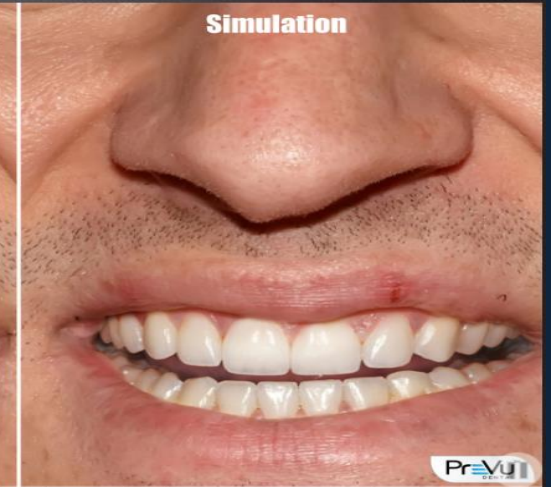


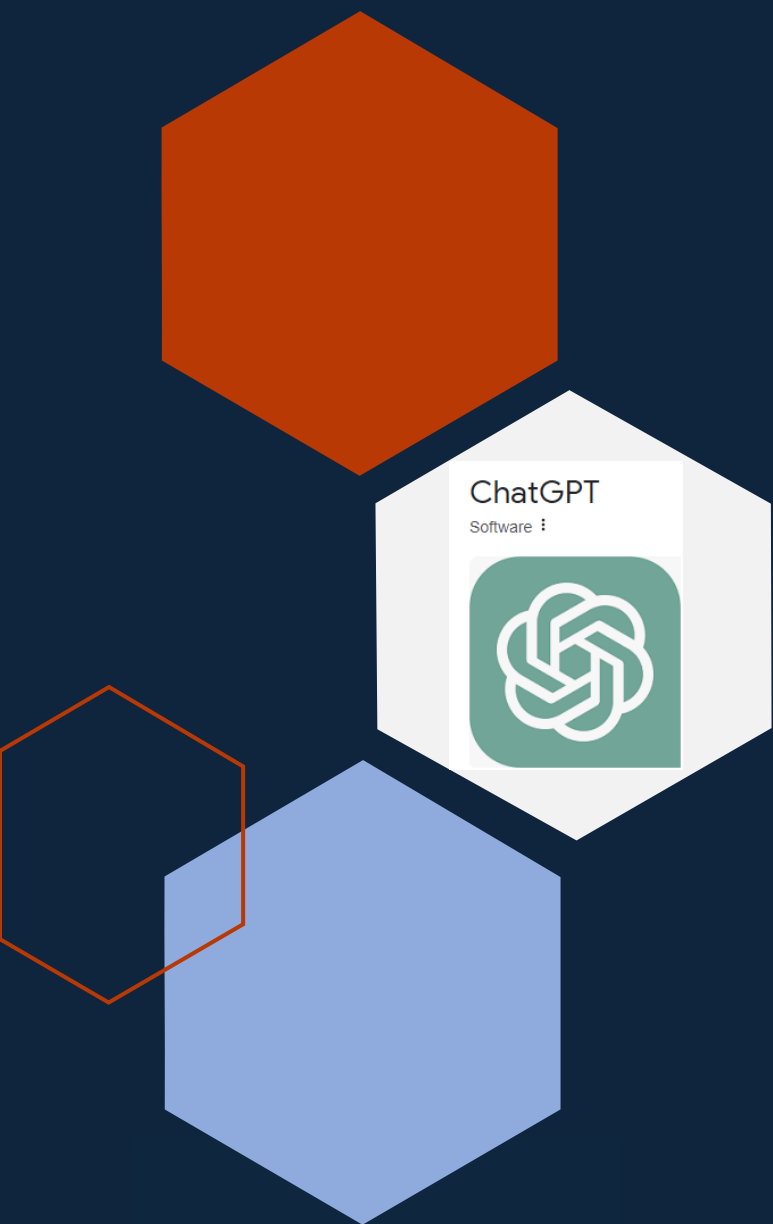
Sample Simulations

Before



Simulation





You

create a blog on dental hygiene month



ChatGPT

Title: Celebrating Dental Hygiene Month: The Importance of Oral Health Education

October is not just about pumpkin spice and autumn leaves; it's also a time to celebrate Dental Hygiene Month! This annual observance serves as a reminder of the critical role that oral hygiene plays in our overall health and well-being. Join us as we explore the significance of Dental Hygiene Month and why it's essential to prioritize oral health education.

Why Dental Hygiene Month Matters

Dental Hygiene Month is not just about promoting sparkling smiles; it's about raising awareness of the importance of preventive oral care practices. From brushing and flossing to regular dental check-ups, these simple habits can significantly impact our oral health and prevent a myriad of dental problems down the line.

Moreover, Dental Hygiene Month highlights the crucial role that dental hygienists play in our healthcare system. These dedicated professionals are at the forefront of promoting oral health education and providing essential preventive care services to patients of all ages. Their expertise and guidance empower individuals to take control of their oral health and make informed decisions about their dental care.

The Link Between Oral Health and Overall Well-being



2025 Marketing Trends

- AI-powered Dentistry
- Personalizing Patient Experience
- **Video Marketing**
- Local SEO Marketing
- New Insurance Coding



Video Marketing



Practice Videos- Welcome and Tour



Short Procedure Videos



Manufacturers Videos



Patient Videos



Social Media/YouTube – Reels/TikTok



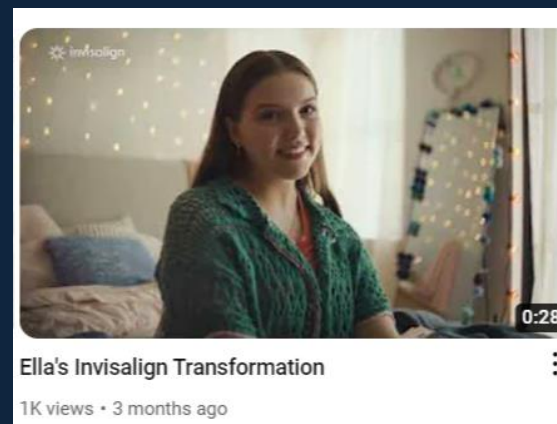
AI Video Editors – Filmora /Veed.io



TikTok

Manufacturers

Education



2025 Marketing Trends

- AI-powered Dentistry
- Personalizing Patient Experience
- Video Marketing
- Local SEO Marketing
- New Insurance Coding



Local SEO Search

SEO – Balance Between Patient and Search



Local Key Words

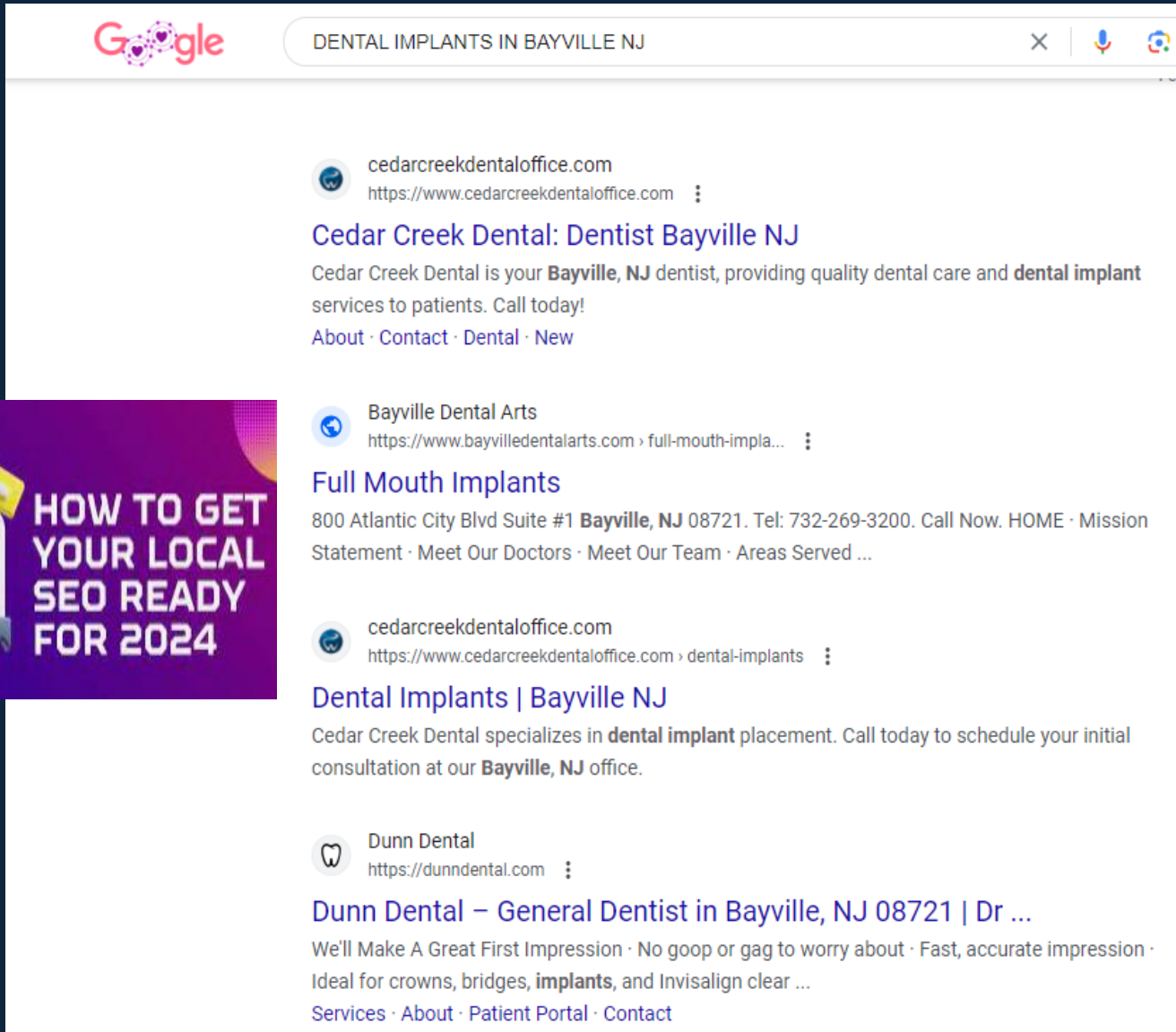
-Practice Name/Keyword/Location

Mobile View – Near Me

NAP Accuracy

-Name, Address, Phone

Laptop vs. Phone Search



Google search results for "DENTAL IMPLANTS IN BAYVILLE NJ". The results show several dental offices in Bayville, NJ, including Cedar Creek Dental, Bayville Dental Arts, and Dunn Dental. A sidebar on the left contains a graphic with the text "HOW TO GET YOUR LOCAL SEO READY FOR 2024".

Google DENTAL IMPLANTS IN BAYVILLE NJ

cedarcreekdentaloffice.com
<https://www.cedarcreekdentaloffice.com>

Cedar Creek Dental: Dentist Bayville NJ
Cedar Creek Dental is your **Bayville, NJ** dentist, providing quality dental care and **dental implant** services to patients. Call today!
[About](#) · [Contact](#) · [Dental](#) · [New](#)

Bayville Dental Arts
<https://www.bayvilledentalarts.com> › full-mouth-impla...

Full Mouth Implants
800 Atlantic City Blvd Suite #1 **Bayville, NJ** 08721. Tel: 732-269-3200. Call Now. [HOME](#) · [Mission Statement](#) · [Meet Our Doctors](#) · [Meet Our Team](#) · [Areas Served ...](#)

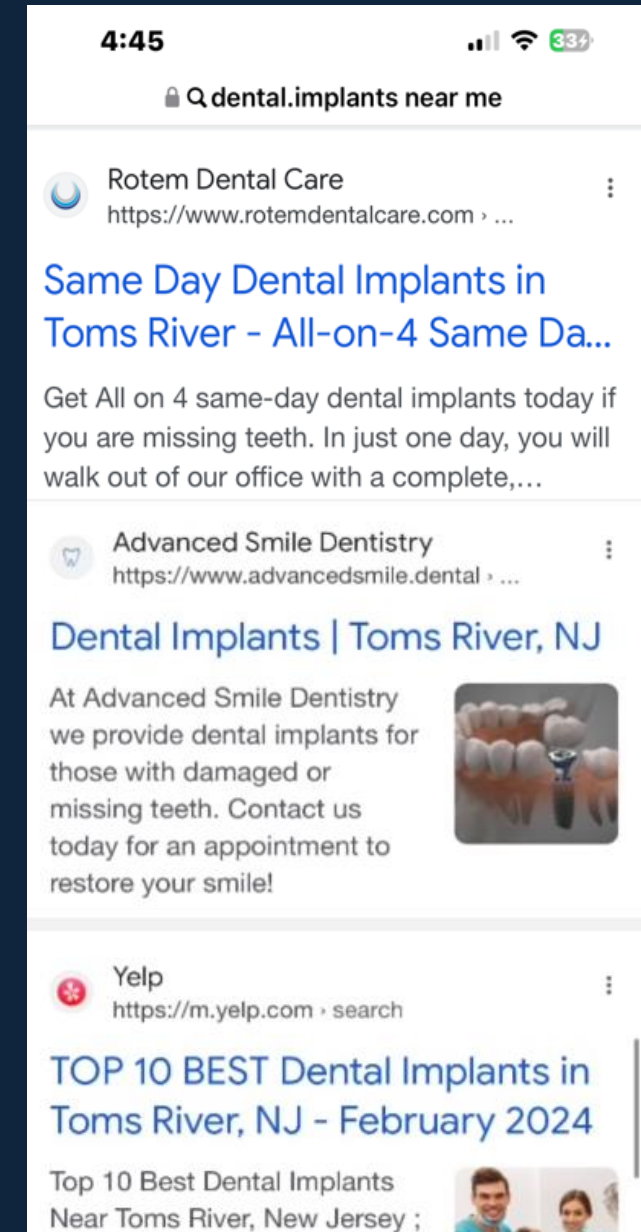
cedarcreekdentaloffice.com
<https://www.cedarcreekdentaloffice.com> › dental-implants

Dental Implants | Bayville NJ
Cedar Creek Dental specializes in **dental implant** placement. Call today to schedule your initial consultation at our **Bayville, NJ** office.

Dunn Dental
<https://dunndental.com>

Dunn Dental – General Dentist in Bayville, NJ 08721 | Dr ...
We'll Make A Great First Impression · No goop or gag to worry about · Fast, accurate impression · Ideal for crowns, bridges, **implants**, and Invisalign clear ...
[Services](#) · [About](#) · [Patient Portal](#) · [Contact](#)

HOW TO GET YOUR LOCAL SEO READY FOR 2024



Mobile search results for "dental implants near me". The results show several dental offices in Toms River, NJ, including Rotem Dental Care, Advanced Smile Dentistry, and Dunn Dental. A sidebar on the left contains a graphic with the text "HOW TO GET YOUR LOCAL SEO READY FOR 2024".

4:45 **dental implants near me**

Rotem Dental Care
<https://www.rotemdentalcare.com> › ...

Same Day Dental Implants in Toms River - All-on-4 Same Da...
Get All on 4 same-day dental implants today if you are missing teeth. In just one day, you will walk out of our office with a complete,...

Advanced Smile Dentistry
<https://www.advancedsmile.dental> › ...

Dental Implants | Toms River, NJ
At Advanced Smile Dentistry we provide dental implants for those with damaged or missing teeth. Contact us today for an appointment to restore your smile!

Yelp
<https://m.yelp.com> › search

TOP 10 BEST Dental Implants in Toms River, NJ - February 2024
Top 10 Best Dental Implants Near Toms River, New Jersey ;

Name Address And Phone Number

NAP is the core information in a business listing:



Name of company



Address



Phone number



NAP consistency across web listings builds trust with Google and is a significant organic ranking factor.



Information changes constantly. It's important to regularly check your NAP across all web listings.



Web listings include: GBP, directoris, review sites, maps sites, blogs, social media profiles, and association sites.



2025 Marketing Trends

- AI-powered Dentistry
- Personalizing Patient Experience
- Video Marketing
- Local SEO Marketing
- New Insurance Coding



2025 Insurance Coding Changes/Additions

REVISED CODES

- D6080 - IMPLANT MAINTENANCE REMOVAL OF PROSTHESIS
- DXXXX - IMPLANT MAINTENANCE W/O REMOVAL
- D6081- SCALING/DEBRIDEMENT INFLAMMATION AROUND SINGLE IMPLANT
- D6081 – TBD REVISED

NEW CODES

DERMAL FILLERS AND NEUROMODULATORS

- DXXX: ADMINISTRATION OF DERMAL FILLERS
- DXXX: ADMINISTRATION OF NEUROMODULATORS

OTHER CODING CHANGES COMING IN JANUARY 2025

- **D6180:** IMPLANT MAINTENANCE PROCEDURES WHEN A FULL-ARCH FIXED HYBRID PROSTHESIS IS NOT REMOVED, INCLUDING CLEANSING OF PROSTHESES AND ABUTMENTS
- **D6193:** REPLACEMENT OF IMPLANT SCREW
- **D7252:** PARTIAL EXTRACTION FOR IMMEDIATE IMPLANT PLACEMENT
- **D7259:** NERVE DISSECTION
- **D8091:** COMPREHENSIVE ORTHODONTIC TREATMENT WITH ORTHOGNATHIC SURGERY
- **D8671:** PERIODIC ORTHODONTIC TREATMENT VISIT ASSOCIATED WITH ORTHOGNATHIC SURGERY
- **D0801:** 3D INTRAORAL SURFACE SCAN, DIRECT
- **D6051:** PLACEMENT OF INTERIM IMPLANT ABUTMENT

* DRBICUSPID- VARGAS11-4-24

Agenda

Introduction
2025 Trends

Website

Social Media

Reputation
Management

Internal &
External
Marketing

2025 Trends in the Dental Practice

Tips and Tools to Navigate an Ever-Changing
Marketplace



Results for **Toms River, NJ** · Choose area

Sponsored



appointment.gardenstatesmilestr.com
<https://appointment.gardenstatesmilestr.com>

Garden State Smiles

Toms River's Top Dentist — Garden State Smiles **Toms River** offers full service general and cosmetic **dental** services. Cutting edge technology & equipment, an amazing staff and convenient office hours!

[Amazing Offers](#) · [Book Your Appointment](#) · [Contact Us](#)

[New Patient Exam & X-Ray](#) - \$77.00 - Limited Time offer! · [More](#)



Places

Medicare/Medicaid

Rating

Hours



Sponsored

Oliverie Dental

4.7 ★★★★★ (29) · Dentist
1516 New Jersey 138
Closed · Opens 10 AM Mon



Advanced Smile Dentistry

5.0 ★★★★★ (205) · Dental implants periodontist
2224 NJ-37 E
Closed · Opens 9 AM Mon
"Everything about Advanced Smile is absolutely amazing !!!"



Ocean Dental Associates

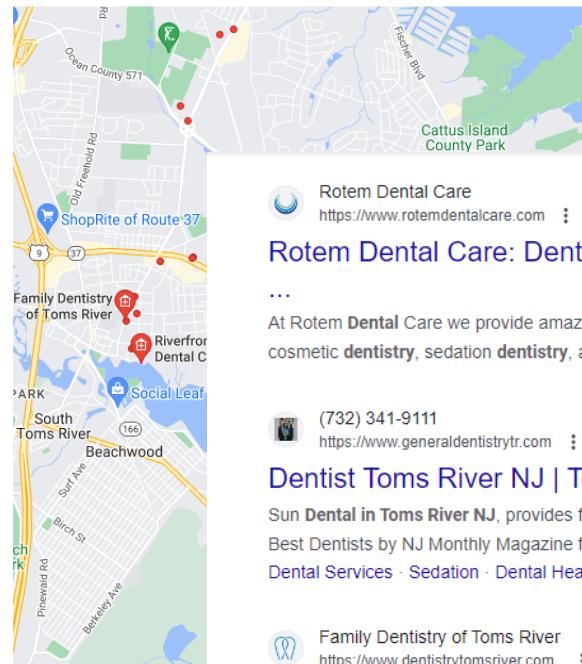
4.9 ★★★★★ (72) · Dentist
East, 1201 NJ-37
Closed · Opens 9 AM Mon
"The best dentist out there, they're all super nice, specially Mons !"



Family Dentistry of Toms River

4.6 ★★★★★ (16) · Dentist
203 Hooper Ave
Closed · Opens 11 AM Tue
"I will be returning for future dental work."

More places →



Rotem Dental Care
<https://www.rotemdentalcare.com>

Rotem Dental Care: Dental Implants Dentist Toms River NJ

...

At Rotem **Dental** Care we provide amazing **dentistry** services, including **dental** implants, cosmetic **dentistry**, sedation **dentistry**, and more. Call us today!



(732) 341-9111
<https://www.generaldentistrytr.com>

Dentist Toms River NJ | Toms River Dentists, Implants ...

Sun **Dental in Toms River NJ**, provides family, cosmetic, implant and sedation dentistry. Voted Best Dentists by NJ Monthly Magazine for 8 years.

[Dental Services](#) · [Sedation](#) · [Dental Health Tips](#) · [Meet Our Doctors](#)



Family Dentistry of Toms River
<https://www.dentistrytomsriver.com>

Family Dentist In Toms River, NJ- Family Dentistry Of Toms River

Our experienced **dentist in Toms River, NJ**, provides a wide array of services, including dental implants, teeth cleaning, fillings, whitening and more.



riverfrontdentists.com
<https://riverfrontdentists.com>

Riverfront Dental Care: Dentists & Dental Care | Toms River, NJ

Riverfront **Dental** care in **Toms River** provides cosmetic and general **dentistry** services including **dental** implants, crowns, and Invisalign braces. Call today!

[Contact Us](#) · [Meet The Team](#) · [About Our Practice](#) · [Patient Information](#)

Online Search View



WEBSITE DIGITAL MARKETING

DRIVE TRAFFIC TO YOUR WEBSITE

(SEO, PPC, SOCIAL MEDIA, VIDEO MARKETING, REVIEW SITES)

ENGAGE PATIENT TRAFFIC INTO ACTION

(CALL, LIVE CHAT, VIDEOS, SCHEDULE APPOINTMENT, FILL OUT FORM, ONLINE QUESTIONNAIRE)

Website Considerations 2025

Decorative graphic consisting of several blue hexagons of varying sizes and opacities, some overlapping, located in the bottom left corner of the slide.

Drive Traffic to your Website

SEO/Local SEO

Content is King/ Services / Engagement

Pay Per Click Google Ads (PPC)

Website Considerations 2025

Three blue hexagons of varying sizes and opacities are positioned in the bottom-left corner. One is a large, solid blue hexagon. Another is a smaller, semi-transparent blue hexagon overlapping its bottom-right corner. The third is a small, light blue hexagon to the right of the others. A white outline of a hexagon is also visible, partially overlapping the large blue one.

Convert Patient Traffic to Action

Live Chat

Schedule Appointment/ Click to Call

Online Questionnaire

Website Considerations 2025



Engage the Patient =  Time On Your Site

Build Trust – Practice Information

Interactive Content

-Blogs, Patient Education, Video

Smile Gallery/Patient Reviews

FAQs

📍 Dallas M-Th, 8am-5pm

📍 Ft. Worth M-F, 8am-5pm

📍 Southlake M-Th, 8am-5pm

📞 (214) 225-9286

FREE INITIAL CONSULTATION

WHY

MEET US

SERVICES

TESTIMONIALS

PATIENT

Archpoint Implant Dentistry



Welcome [Name] Implant
Dentistry! Click one of the buttons to
get started! 🙌

I want to chat 🗨️

Call now 📞

Leave a review ★

Request An Appointment

Meet Our Team



Send a message...



[Privacy Policy](#)



Implant Dentists in Dallas, Fort Worth & Southlake, TX

FREE INITIAL CONSULTATION & 3D SCAN

Meet Us

A Full Team Of Experts In
Making You Smile Again

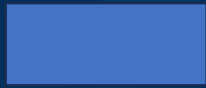


Providing the Best Implant Dentists in Dallas, Fort Worth and Now Southlake, Texas.

- ✓ Specialized Dental Implant Doctors
- ✓ Complete Team of Doctors in One Location
- ✓ Latest in Dental Technology for Customized Care
- ✓ On-Site State-of-the-Art Lab
- ✓ New Smile in One Day
- ✓ Three Convenient Locations To Serve You



[LEARN MORE ABOUT US](#)



Why [\[redacted\]](#) Implant Dentistry?

5
Top Doctors

75+
Years Experience

2000+
New Smiles

Changing Smiles, Changing Lives

★★★★★

Dana Nutt's Smile Transformation

The people at Arch Point are amazing! They make sure you are comfortable and always ask if you have questions. I absolutely love my new teeth, they fit so well and look amazing.



Am I a Candidate?

I am ready to start smiling!

[FIND OUT IF I QUALIFY](#)

We Specialize in Transforming Smiles

And exceed the standards of all other implant options on the market.



Website Analytics

Track key performance indicators

Access a centralized dashboard to track calls, appointments, new patient leads, and online reviews.



Website Considerations 2025

Decorative geometric shapes on the left side of the slide, including a large blue hexagon, a smaller blue hexagon, and a white outline of a hexagon.

Summary

- Content is King – Patient and Search Engine Focused
- Traffic to your Website
- Converting the Calls/Leads to Appointments
- SEO search – Local and Mobile
- Video and New Relevant Content
- Apply AI where appropriate – Chat, Blogs, FAQs
- Online Billing, Scheduling, Email Monitoring

Social Media

2025 Trends in the Dental Practice

**Tips and Tools to Navigate an Ever-Changing
Marketplace**

Introduction
2025 Trends

Website

Social Media

Reputation
Management

Internal &
External
Marketing

Social Media

Self Manage or Outsource

AI Video Editors Filmora / Veed.io

Channels

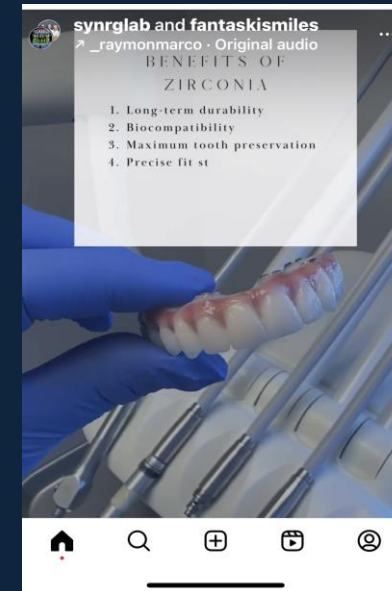
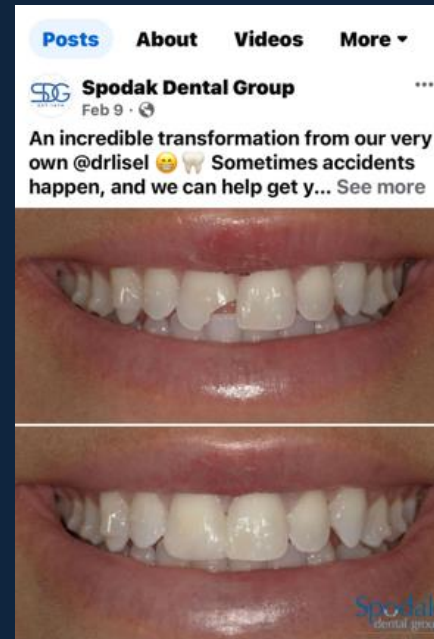
Patients/Team to Follow

Video, Interactive, Educational

Influencers



Social Media



A decorative graphic on the left side of the slide featuring several hexagons. There is a large orange hexagon in the center, a smaller light blue hexagon above it, a white outline hexagon to its left, and a small orange hexagon below it.

Social Media Summary

- Keep it in short
- Share across all social media platforms
- Education is big
- Try educating people on cool things about your job and provide value
- Ask Questions, Do Interviews, Video, and Celebrate Patients
- Respond to comments to show interaction



Agenda

2025 Trends in the Dental Practice

Tips and Tools to Navigate an Ever-Changing Marketplace

Introduction
2025 Trends

Website

Social Media

Reputation
Management

Internal &
External
Marketing

The Importance of Online Reviews

Benefits of online reviews



Visibility



Trust



Conversions



Loyalty

Reputation Management

Asking for Reviews

Intake/Update
Patient info

Team Plan

Huddle Discussion

Automation

Managing Reviews

Check Regularly

Thank your
Reviewers

Make Patient
Friendly

Negative Reviews

It will happen

Doctor call the
Patient

Set Response

Plan Offense

Reputation Management

Which Review Sites

Google

Facebook

Health Grades

Yelp

Manage It

Website Company

**AI-powered Online
Reputation**

Getreviews.org

Reviews Posted Online

Primary Review Site Options:







facebook


Secondary Review Site Options:



healthgrades

Keeping Reviews Easy







5 Star Smiles
★★★★★
Leave us a review!

Hi Melanie, thanks for stopping by!

We'd love if you could leave us a review by clicking below.

 **Review us on Google**

 **Review us on Facebook**

If your experience wasn't great, we want to make it right.

Contact us directly

Hazel Acevedo
★★★★★
My entire family love 5 Star Smiles, they have helped keep our teeth healthy for years! We come every 6 months for routine cleanings.

Jeremiah Collins
★★★★★
My daughter had a root canal with 5 Star Smiles and she said it was painless! The dentist explained everything thoroughly and clearly.

Lin Shao
★★★★★
5 Star Smiles takes the anxiety out of dental care. I no longer fear going to the dentist, it's quick and pain free!

Mike Shaw
★★★★★
5 Star Smiles provides the most thorough teeth cleaning service I've ever had! I'll see you in 6 months!

Reviews

Easily collect reviews and improve online reputation

Pair Birdeye with your CRM to generate reviews without lifting a finger — then use AI to generate tailored, error-free responses with a single click.

More about Reviews

👉 Want to know more about Birdeye?



Contact



Demo

Agenda

2025 Trends in the Dental Practice

Tips and Tools to Navigate an Ever-Changing Marketplace

Introduction
2025 Trends

Website

Social Media

Reputation
Management

Internal &
External
Marketing

Internal Marketing

Manage it

Patient Ed
Videos

Patient
Testimonials

AI Usage



External Marketing

In-House or Outsource



Website

PPC Campaigns

Social Media

Reputation Management

Video Marketing



NEXT STEPS

Plan

Create Plan

Target Audience

Local Marketplace

In-House / Outsource

Team Participation

Summary

2025 Trends

Website Considerations

Social Media

Reputation Management

Plan and Execute Plan

Measure ROI/Outcomes



Links

Treatment Tools

[Digital Smile Design](#)

[PreVu Dental](#)

[DTX Clinic](#)

[overjet](#)

Education

[ADA Update on AI](#)

[Dr. Bicuspid](#)

[Dental Economics](#)

AI Tools

[Weomedia -
Embracing-AI-in-
Dentistry-](#)

[CHATGPT](#)

Reviews

[Getreviews.org](#)

[Birdeye Reviews](#)

Video / Marketing

[Invisalign YouTube](#)

[NobelSmile Videos](#)

[SEMRUSH SEO](#)











Practice Marketing Resources



My Drive > 2025 tools and trends ▾

✕ 1 selected 👤 ⬇️ 📁 🗑️ 🔗 ⋮

Name

-  2025 Trends in the Dental Practice Online Presence-finalw-links-11-...
-  2025 Trends in a Dental Practice Handouts.docx
-  2025 trending technologies in dentistry, Part 1_ Personalized dental...
-  2025 trending technologies in dentistry, Part 2_ New CDT codes yo...
-  PMW marketing lecture information -general oral health.docx 👤
-  2024 marketing trends.docx
-  2024 trends - Jeff Gladnick.docx
-  smile assessment.png
-  links for presentation.pptx
-  online questions.png

Thank You

Patti Williamson

PMW Consulting, LLC

908-461-0822

p.pattiw@gmail.com

