IMPLIFIRE

FIELD GUIDE · MEDICAL & DENTAL

Local Patient Visibility Playbook

Privacy-first social posting for busy medical and dental practices.

Short sentences. Lead with how it helps the practice. Never medical advice. We never post patient photos or patient details.

Implifire · We’re on Fire for Implementation
Free PDF · No stock or AI images are presented as real.

00 · How to use this guide

- Read it once, then pick one chapter and run it for a week.
- It’s written for practice owners and managers, not marketers.

Disclaimer: this is general marketing education, not medical or legal advice. Check your own privacy rules with your practice's privacy or compliance contact.

01 · Why a quiet page costs you trust

- People look at your page before they call. A quiet feed can look closed.
- You don’t need to post a lot. You need posts that keep going up.
- Use real people and a real place. Skip slogans.

02 · The privacy-first photo rules

OK: your office, waiting room (empty), team, equipment, community events, and staff who said yes.

Never: patients, charts, screens, schedules or anything with a name on it. Check backgrounds and reflections.

- Get written OK from every staff member before you post their face.
- Use real photos only, never stock or AI shown as real.

03 · What to post each week

A three-post rhythm: meet the team, an office update or community post, and a practice-hours or service-availability note (operations and hours only, not medical advice). Put “Not medical advice.” on anything that could read as clinical.

Never: treatment or flu-shot nudges, symptom tips, treatment or diagnosis language, cure or heal claims, or Rx or device brand names.

Ten ready ideas

- New-hire welcome
- Office hours
- Holiday closures
- Staff birthdays
- A community event
- A new piece of equipment (no claims)
- Parking tips
- What to bring to a first visit
- Team training day
- A thank-you to the community

If you miss a day, skip it. Don’t catch up with a burst of posts.

04 · Reviews, the careful way

- Ask in person, in plain words, with no pressure and nothing in exchange.
- When you reply, thank the reviewer. Never confirm they are a patient or mention a visit, treatment, or condition. Offer to talk offline.
- Run every review reply past your practice's privacy or compliance contact before it posts. (Vera checks this guidance; your privacy or compliance contact checks your replies.)
- Take a negative review offline with a general “please call our office” reply.

05 · Comments and messages

- Don’t give medical answers in comments. Send people to call the office.
- Remove posts that share someone’s health details, and don’t reply in public.
- Have one named person check comments, on a set schedule.

06 · Your 30-day starter plan

- **Week 1:** a photo pull (10 real office and team photos) and staff photo OKs.
- **Week 2:** start the three-post rhythm and set up your review ask.
- **Weeks 3–4:** keep the rhythm going and write a one-page “what we post / never post” sheet.

07 · When to do it yourself vs get help

- **Do it yourself:** someone on the team has about two hours a week and owns posting.
- **Social Pro:** nobody has the time, but you want posts that keep going up and you want to approve each one.
- **Strategy Session ($149, about 50 minutes):** you’re not sure where the page or the process is weak. “Bring the problem. We work through it together and you leave with prioritized next steps.”

Closing card: Social Pro for medical practices

Social Pro is $300/mo for up to 3 accounts. You send photos and updates. We write the posts, you approve every post in the app, and our team posts them by hand once you give us partner access. Image edits are included in the $300. We start from your real photos, and you approve every image along with its post. (Edits to your own real photos only; we never create or generate images.) We never post patient photos or patient details. Implifire is not signing BAAs at this time, so patient photos and details never go into Implifire systems. Never medical advice. We help keep your page active. We can't promise new patients, calls, or bookings.

30-day money-back: pay when you start. If you cancel within 30 days of purchase, you get a full refund of everything you've paid.

Start Social Pro: https://start.implifire.com

Not sure where to start? Strategy Session: $149, about 50 minutes. https://grow.implifire.com/#strategy