

FREE GUIDE FOR DENTAL AND PLASTIC SURGERY PRACTICES

The Welcome Video

A short phone video sent to someone right after they reach out is one of the kindest things a dental or plastic surgery practice can do for a nervous new patient. This guide covers why it helps, what to say, and how to film and send it.

By Jack Holt · Documentary filmmaker · Big Brand Vision

Why a welcome video helps

Most people who reach out to a dentist or surgeon are at least a little afraid, and most are comparing a few practices. The one that answers first, and feels human, has the advantage.

72.6% of U.S. adults say they're afraid of going to the dentist, and **26.8%** rate their fear as severe. (Journal of the American Dental Association, September 2025)

Companies that responded to an online inquiry within an hour were nearly **7 times** as likely to qualify the lead as those that waited even an hour longer, and more than **60 times** as likely as those that waited 24 hours or more. (Harvard Business Review, "The Short Life of Online Sales Leads," 2011)

In that same study of 2,241 companies, the average response time was **42 hours**, and **23%** never responded at all.

Over **70%** of people read reviews when choosing a healthcare provider, and **80%** expect at least five reviews before they trust one. (Reputation and YouGov survey, 2022)

63% of people would rather learn about a product or service from a short video. (Wyzowl Video Marketing Statistics, 2026)

Put together: the person who just filled out your form is probably nervous, probably shopping around, and probably hasn't seen your face yet. A quick video from the doctor or the front desk, sent the same day, answers "who are these people?" before they ever walk in.

What it is

A welcome video is a 30- to 60-second phone video that says hello, tells the person what their first visit will be like, and lets them know it's okay to be nervous. There are two ways to do it, and you can use both.

- **General welcome:** one video, filmed once, sent to everyone who inquires. The doctor or someone from the front desk is on camera. It takes about 15 minutes, once.
- **Personal welcome:** a short video that says the person's name, filmed by the doctor for one inquiry. It takes about 2 minutes each. Save it for big decisions: implants, veneers, full-mouth work, a surgery consultation.

If you only do one, start with the general welcome. If you're up for more, add personal videos for the inquiries that matter most.

What to say

Keep it warm and simple. Don't read it word for word: glance at the points, then talk the way you would at the front desk.

Dentist, personal version

"Hi Sarah, this is Dr. Lee at Midtown Dental. I saw you reached out about implants, and I wanted to say hi before you come in. A lot of people who call us are nervous, and that's completely normal. At your first visit we'll just talk and take a look, and nothing happens that day unless you want it to. If you have any questions before then, text us back anytime. I'm looking forward to meeting you."

Plastic surgeon, personal version

"Hi Maria, this is Dr. Patel. Thank you for reaching out about a consultation. I know this is a big decision, so I want you to know what to expect. We'll sit down, I'll listen to what you're hoping for, and I'll be honest about what I think will and won't work for you. There's no pressure to decide anything that day. See you soon."

Front desk, general version

"Hi, I'm Tasha, and I'm usually the first person you'll meet when you come in. Thanks for reaching out. I wanted you to see a friendly face before your visit. When you get here, I'll check you in, we'll make sure you're comfortable, and if you're nervous, just tell us. You're not the first, and we'll take it at your pace. See you soon."

The names here are examples. Use your own, and change anything that doesn't sound like you.

How to film it on a phone

1. **Hold the phone vertical** and set it on a small tripod or a shelf at eye level. A steady shot feels calm; a shaky one feels rushed.
2. **Face a window.** Soft daylight on your face looks friendlier than the overhead lights in an operatory or exam room.
3. **Find a quiet spot and close the door.** No equipment, suction or music in the background.
4. **Stand or sit about an arm's length from the phone,** and look right into the lens. In a welcome video, you're talking to them directly.
5. **Pick a background that shows your office:** the front desk, a clean consult room, your waiting area.
6. **Smile before you start and after you finish,** so the video doesn't begin or end mid-word.
7. **Do two or three takes and keep the one that sounds most like you.** It doesn't need to be perfect. A little imperfect is what makes it feel real.

A personal video doesn't need any setup at all. Hold the phone steady, say their name, and be yourself.

How and when to send it

- **Send it the same day**, ideally within the hour. That's when the person is still thinking about you, and before they hear back from anyone else.
- **Text is best** if they gave you a phone number, since texts get opened. Email works too: put a still from the video in the email and link it to the video.
- **Add it to your reply template.** Upload the general welcome video once (an unlisted YouTube link works fine), then paste the link into the message your front desk already sends to new inquiries.
- **Follow it with the next step:** a booking link or a time to call.

A simple message to go with it:

"Hi Sarah, thanks for reaching out to Midtown Dental. Dr. Lee recorded a quick hello for you: [link]. Whenever you're ready, you can book here: [link], or just reply to this text."

Keep personal videos general about their health. Say what they asked about ("implants," "a consultation"), but don't mention anything private. If you're not sure what's okay to text, check with your compliance person.

A note from Jack

None of this is required, and your patients will be in good hands either way. But almost no practice does this, so the ones that do stand out. If you want to go above and beyond for nervous patients, it's an easy place to start.

I'm Jack Holt, a documentary filmmaker in Atlanta. I shot and edited about 500 YouTube videos for a dentist's channel, spent the last year and a half as an Atlanta med spa's entire video department, and made a brand documentary for Camp Creek Dental. If you ever want help filming your welcome video or your patients' stories, I'd be glad to talk.

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Sources

- ADA News, "September JADA finds dental fear still prevalent in US," 2025
- Oldroyd, McElheran and Elkington, "The Short Life of Online Sales Leads," Harvard Business Review, March 2011 (summary of findings)
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