



Visual Culture & Messaging Exercise

One of the most important and impactful things you can do in your practice is to allow patients to *see* what you're about. One powerful and accessible way to achieve this is to create a strong “visual culture” throughout your practice. Establishing a visual culture means intentionally curating your office environment so that what your patient sees when they walk through the door sends a subtle, intentional message about who you are as a practitioner and the philosophies your team stand for. It’s imperative to create a specific “*feeling*” the moment someone walks into your office, as this defines what sets your office apart. This feeling should promote health and wellness while also quietly reinforcing that dentistry is about caring for the whole person, not just their smile. That feeling starts with what catches their eye—whether it’s a photo, a book, a poster, a digital display, a sign, or even a simple sticker. Each visual element is a chance to express who we are and what we believe in.



Use your physical space to show patients what your office stands for.

Flyers, books, and small visuals throughout your office can easily connect dentistry to whole-body health.

Let your space speak before you even say a word!

How Do You Create A Visual Culture?

Creating a visual culture doesn’t have to be overwhelming. In fact, small intentional changes often have the largest impact. Below are some simple ideas that you can easily incorporate into your waiting room, front desk, and operatories to help spark conversation and educate your patients, further expanding your ability to communicate and connect.

- Display laminated “Health Measurables That Matter” on stands around the office.
- Utilize televisions for PowerPoint digital displays and signage
- Place brochures in operatories to facilitate patient education.
- Promote your new philosophy on your website and social media to continue engagement.
- Showcase books about oral and systemic health and how they're connected.
- Exhibit dental models and hands-on displays to support learning.
- Display educational posters, brochures, and fliers to reinforce learning and create conversation.

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The incorporation of impactful books throughout your office is a great way to highlight important but potentially overlooked areas of dentistry such as the oral-systemic link, airway health, and general overall wellness. We recommend displaying books in every room to generate interest and conversation, with the idea that if a specific book piques the interest of a patient, you can gift it to them to for further learning and engagement. Additionally, when a patient asks the simple question about *why* you have a certain book displayed in the office it is a great segue into a short conversation about how dentistry can compliment and promote overall health.

- BOOKS THAT WDN RECOMMENDS:**
- Beat the Heart Attack Gene**
Bradley Bale, MD and Amy Doneen, DNP
 - Gasp: Airway Health – The Hidden Path to Wellness**
Michael Gelb, DDS and Howard Hindin, DDS
 - The Inflammation Syndrome**
Jack Challem
 - Treat the Cause... Treat the Airway**
Dr. Steven Lamberg, DDS, DABDSM
 - The End of Alzheimer’s**
Dale Bredesen, MD
 - Younger Next Year**
Chris Crowley and Henry S. Lodge, MD

COMPLETE	VISUAL CULTURE & MESSAGING CHECKLIST
	Have you discussed the concept of creating a visual culture with your team?
	Have you displayed the Health Measurables That Matter placards in visible places?
	Have you obtained the recommended books and placed them in areas where they are easy to see?
	For items within your visual culture that you have in your office, have you written down or coached your team on how to speak about them with competence?
	Do you have messaging on your website or social media that promotes oral health and its relationship to overall wellness?
	Do you have any in-office marketing materials that promote oral health and its relationship to wellness?
	Do you have other materials (books, pamphlets, flyers, posters, displays, etc.) throughout the office where a patient can see that your focus is on oral conditions and how they relate to overall wellness?

Think of your online presence as your practice’s first impression.

Use it to show that you’re moving toward wellness dentistry to patients, old and new, so they understand your *why* before they even walk in.