

THE DENTAL AI STANDARD

GUIDE ONE

How To Build Your Own
Voice Authority Document

The simple way to give AI everything it needs to know about your practice before you type a single word.

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What This Guide Is

Most dental office managers using AI are starting from scratch every single time. They type a prompt. They wait. They get something generic back. They rewrite it. They try again. By the time the output sounds like their office, the manager has spent thirty minutes on a task that should have taken five.

Here is the thing. AI does not know your practice. It does not know your doctor. It does not know your patients, your payer mix, your tone, or your team. Every time you sit down to prompt without that information already in front of you, you are starting at zero.

A Voice Authority Document fixes that. It is a single page that tells AI everything it needs to know about your practice. Once you have one, you paste it at the top of any conversation with ChatGPT. AI now writes like your office. Every time.

The knowledge is still yours. AI just needs you to tell it once.

What You Will Get From This Guide

- A simple seven section structure you can fill in today
- The exact questions to ask yourself for each section
- Examples written in dental language, not corporate language
- A finished template you can copy and paste into ChatGPT

What This Guide Is Not

This is the simple version. The certification course at dentalaistandard.com goes much deeper. The course covers things like advanced payer scripting, HIPAA boundaries inside AI prompts, multi role voice modeling, custom GPT integration, and team rollouts. If you finish this guide and want to take it further, that is where the full system lives.

For now, this guide gets you something you did not have when you woke up this morning. A real Voice Authority Document for your practice.

Before You Start

Set Aside Twenty Minutes

Block twenty minutes when you will not be interrupted. Not at the front desk. Not between patients. Somewhere you can think. The first time you build this document is the longest. Every update after is fast.

Open A Blank Document

Google Doc. Microsoft Word. Notepad. Does not matter. You are going to fill in seven sections. Once you have it all in one place, you will copy and paste it into ChatGPT.

No Patient Information

Never include patient names. Never include patient dates of birth. Never include patient identifying details. This document is about your practice and your operation, not about specific patients. Same rule applies to anything you ever paste into AI.

If it could identify a patient, leave it out.

The Seven Sections

Every Voice Authority Document has seven sections. Each section answers one question AI needs to know before it can write like your office. Fill them out in order. Do not skip any section.

Section One. Practice Identity

Section Two. Doctor Communication Style

Section Three. Payer Mix

Section Four. Tone And Voice Rules

Section Five. Common Procedures And Codes

Section Six. Team Communication Standards

Section Seven. AI Boundaries

Section One. Practice Identity

This is the foundation. AI needs to know what kind of practice you run before it can write anything useful for you.

What To Include

- Practice name and location
- Type of practice. General. Pediatric. Periodontics. Orthodontics. Endodontics. Multi specialty.
- Practice size. Number of operatories. Number of providers. Number of front desk staff.
- Hours of operation

Example

Bright Smile Family Dentistry. Austin, Texas. General dentistry practice with two doctors and six operatories. Open Monday through Thursday eight to five. Friday eight to noon. Closed weekends.

Your Turn

Section One. Practice Identity

Write three to four sentences describing your practice.

Section Two. Doctor Communication Style

Every dentist communicates differently. Some are warm and casual. Some are formal and clinical. Some sign off as Dr. Last Name and never anything else. AI needs to know how your doctor sounds so the output sounds like the doctor wrote it.

What To Include

- Doctor's preferred name in correspondence. Dr. Patel. Dr. Sarah. By first name.
- Tone. Warm. Direct. Formal. Conversational.
- How clinical the language should be in patient facing letters
- Sign off line. How the doctor wants to close letters and emails.

Example

Dr. Patel signs as Dr. Patel. Never by first name. Tone is warm and direct. No clinical jargon in patient facing letters. Patient communications should feel like a neighbor talking, not a corporation. Closes with Warm regards, Dr. Patel.

Your Turn

Section Two. Doctor Communication Style

If you have multiple doctors, write a short paragraph for each.

Section Three. Payer Mix

This is where AI gets its dental specific knowledge. Without payer information, every appeal letter and pre auth narrative will sound generic. With payer information, AI writes letters the carriers actually want to read.

What To Include

- Primary insurance carriers you accept. Delta Dental. Cigna. MetLife. Aetna. Guardian.
- Plans you are in network with
- Plans you are out of network with
- Most common procedures that get denied or downgraded
- Standard fee schedule philosophy. UCR. PPO discount structure. Cash fee schedule.

Example

In network with Delta Dental PPO, Cigna, and MetLife. Out of network with United Healthcare. Most common denials. Crowns denied as not medically necessary. Periodontal scaling D4341 denied and downgraded to prophylaxis. Build ups D2950 denied as part of crown. Fee schedule based on eightieth percentile UCR.

Your Turn

Section Three. Payer Mix

List your top three to five carriers and your most common denials.

Section Four. Tone And Voice Rules

This is where you get specific about words AI should never use and phrases that should always be there. Without this section, AI defaults to corporate language. With this section, AI sounds like your office.

What To Include

- Banned words. Words your practice never uses.
- Preferred phrases. Phrases that show up in your patient communication.
- Greeting style. How patient letters open.
- Closing style. How patient letters close.
- Sentence rhythm. Long flowing sentences. Short punchy sentences. A mix.

Example

Never use the words amazing, incredible, leverage, synergy, or unlock. Never use exclamation points in clinical letters. Patient letters open with Hello followed by first name. Letters close with Warmly comma the office name. Sentences are short and clear. No long paragraphs. No corporate language.

Your Turn

Section Four. Tone And Voice Rules

List five to ten banned words and three to five preferred phrases.

Section Five. Common Procedures And Codes

This is where AI learns your dental vocabulary. Without this section, AI will write about generic dental procedures. With this section, AI uses the exact procedures and codes your practice handles every day.

What To Include

- Top ten CDT codes you use most often
- Procedure descriptions in your own words
- Common procedure combinations. Crown plus build up. SRP plus arestin. Extraction plus bone graft.
- Procedures you do not perform. So AI does not invent them.

Example

Top procedures. Comprehensive exam D0150. Periodic exam D0120. Adult prophylaxis D1110. Periodontal scaling D4341 and D4342. Crown porcelain fused to metal D2750. Crown all ceramic D2740. Core build up D2950. Extraction simple D7140. Surgical extraction D7210. Implant placement D6010. We do not perform orthodontics, endodontics on molars, or oral surgery beyond simple and surgical extractions.

Your Turn

Section Five. Common Procedures And Codes

List your top ten CDT codes and which procedures you do not perform.

Section Six. Team Communication Standards

This section tells AI how to write team facing documents. SOPs. Training materials. Internal write ups. Without this section, AI defaults to corporate HR language. With this section, AI writes the way your team actually talks to each other.

What To Include

- How team meetings are structured
- How conflict gets handled. Direct conversation. Manager mediates. Doctor involved only if escalated.
- How team write ups are documented. Tone and structure.
- How new hires get trained

Example

Team issues are addressed privately and directly. Never in group emails. Office manager mediates first before escalating to doctor. Team write ups focus on behaviors observed, not personality labels. New hires shadow for the first two weeks before doing tasks independently. Morning huddles are five minutes maximum and follow a fixed agenda.

Your Turn

Section Six. Team Communication Standards

Write four to six sentences about how your team operates internally.

Section Seven. AI Boundaries

This is the safety section. It tells AI what it must never do. This is the section that keeps you out of fraud risk, HIPAA trouble, and bad output that goes out the door without anyone catching it.

What To Include

- Never use patient names or dates of birth in any output
- Never reference specific fee amounts in patient facing letters
- Always flag risk of patient identifying information before generating insurance documents
- Never invent clinical findings. Use only what the team has documented.
- Always ask for clarification when context is missing instead of guessing

Example

Never use patient names or DOB in any output. Never reference specific fee amounts in patient facing communications. Always flag HIPAA risk before generating insurance documents. Never invent clinical findings such as pocket depths, bone loss, or radiographic evidence. Use only the clinical findings provided in the prompt. When clinical context is missing, ask for it before drafting. Never assume what was documented.

Your Turn

Section Seven. AI Boundaries

Write five to seven boundary rules for AI. Make them strict.

How To Use Your Voice Authority Document

Once your seven sections are filled in, you have a finished Voice Authority Document. Here is how you use it.

Step One. Copy The Whole Document

Open the document where you wrote everything. Highlight all of it. Copy.

Step Two. Open ChatGPT

Start a new conversation. Before you type your first prompt, paste the entire Voice Authority Document into the chat window. Add this sentence at the top.

This is my practice's Voice Authority Document. Read it carefully. Use it as the foundation for every response in this conversation. Do not write anything that conflicts with the rules and boundaries listed here.

Step Three. Start Prompting

Now write your actual prompt. Whatever the task is. Appeal letter. Reactivation message. Team write up. SOP. AI already knows your practice. It will respond like it has been working there for years.

Step Four. Update Every Six Months

Your practice changes. Your payer mix shifts. Doctor preferences evolve. Team standards get refined. Schedule a calendar reminder every six months to revisit the Voice Authority Document and update anything that has changed.

Build it once. Use it every day. Update it twice a year.

Common Mistakes To Avoid

Being Too Vague

A Voice Authority Document that says we are a friendly practice does nothing. Be specific. Use real words. Real procedures. Real preferences.

Skipping The Boundaries Section

Section seven is the most important section. Skip it and AI will eventually generate something that sounds great but contains invented findings. That is the fraud risk we talked about at the event.

Treating It As One Time Setup

This document is alive. The practice changes. The document has to keep up. If it has been six months and nothing has changed in the document but plenty has changed in the practice, the document is becoming a lie. Update it.

Not Sharing It With The Team

If only the office manager has the Voice Authority Document, only the office manager benefits from it. Share it with anyone on the team who uses AI for work tasks. Everybody pastes the same document. Everybody gets output that sounds like the same office.

What To Do When You Get Stuck

You will hit walls. That is normal. The most common ones.

- AI still sounds generic even with the document pasted
- You do not know how to phrase a section
- Your practice has multiple doctors with different voices and you do not know how to handle that
- You want to build separate documents for different team roles
- You want to take the document and turn it into a custom GPT so nobody has to paste it every time

All of those situations are exactly what the AI Ready certification at dentalaistandard.com is built to solve. The certification covers the advanced Voice Authority Document build. Multi role voice modeling. Custom GPT integration so the document is baked in. Team rollout strategies. The full system.

This guide gets you eighty percent of the way there. The certification gets you the last twenty percent that turns a useful document into a working system.

The knowledge is still yours. AI Ready gives you the system to use it faster.

Ready For The Next Step

AI Ready Certification

The Dental AI Standard. Level One.

Six weeks. Six modules. Live cohort sessions every Friday. Built specifically for dental office managers and front office leaders.

Enroll at dentalaistandard.com

Questions?

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