

iIDENTIFY Agency Launches Nationwide to Transform Dental and Medical Practice Marketing

New healthcare marketing agency combines digital acquisition expertise with firsthand dental practice operations to connect marketing performance with scheduled patients and practice growth.

THE FUTURE OF DENTAL BRANDING IS ABOUT TO CHANGE

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iIDENTIFY
A G E N C Y

nationwide launch as a specialized dental and medical marketing agency designed to bridge the gap between digital patient acquisition and clinical practice operations.

Formed through the strategic merger of [iOTA Infotech](#) and [SmileSecure](#), iIDENTIFY Agency combines more than a decade of creative and performance marketing execution with more than 15 years of hands-on experience inside dental practice environments. The agency was built around a simple premise: healthcare marketing should be measured by meaningful patient outcomes and practice growth - not simply clicks, impressions, or unqualified leads.

Traditional marketing models often focus heavily on generating top-of-funnel leads while leaving busy practice teams responsible for converting those inquiries into scheduled appointments. iIDENTIFY Agency takes a more integrated approach, managing the patient acquisition lifecycle from the initial search query through lead qualification, intake, appointment scheduling, and performance measurement.

“Most marketing agencies measure success at the click, handing off a list of unvetted names to an already busy front desk,” said Tarun Vashisht, co-founder and chief executive officer of iIDENTIFY Agency. “By uniting iOTA Infotech’s technical digital capabilities with SmileSecure’s operational practice intelligence, we have built an agency model that aligns marketing campaigns with real clinical capacity, provider schedules, and practice management workflows.”

The agency's specialized healthcare marketing services include:

- **Intent-Segmented Paid Advertising:** Google Ads and Meta Ads campaigns designed around high-value procedures and patient intent, including full-arch dental implants, cosmetic dentistry, clear aligners, and oral surgery.
- **Search Engine Optimization and Answer Engine Optimization:** Technical local SEO, healthcare-focused content and schema strategies, and AI search positioning designed to strengthen digital visibility and clinical authority.
- **AI-Powered Doctor Branding and Video Production:** Doctor-led short-form video content and brand assets designed to establish credibility and build patient trust before the consultation.
- **SmileSecure Practice Operations Layer:** Intake auditing, patient conversion infrastructure, and closed-loop performance tracking designed to align front-desk workflows with active marketing campaigns.
- **Reputation Management:** Review generation and reputation strategies designed to strengthen patient trust and local search visibility.

The agency serves dental implant practices, cosmetic dentistry centers, orthodontists, oral surgeons, multi-specialty clinics, and multi-location Dental Service Organizations (DSOs) throughout the United States.

“Understanding how a clinical floor actually runs is what sets our campaigns apart,” said Enayat Arora, co-founder and head of marketing operations at iIDENTIFY Agency. “When creative strategy, paid media, and clinical operations work in sync, practices can build a more predictable patient acquisition system while reducing administrative friction.”

The company is supported by insights from co-founders Tarun Vashisht and Rahul Layal, along with a network of practicing dental doctor advisors. This combination of marketing expertise and practice-side knowledge allows iIDENTIFY Agency to develop strategies around both patient demand and the operational realities of healthcare practices.

Practices interested in evaluating their current digital presence, patient acquisition strategy, and intake efficiency can request a comprehensive audit at identify.agency.

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