

Sugar Land-Based iDENTIFY Agency Launches Nationwide to Transform Dental Practice Growth

Founded in Sugar Land by Houston-area marketing and healthcare professionals, iDENTIFY Agency brings a Texas-built growth model to dental practices nationwide.

SUGAR LAND, TX, UNITED STATES, August 18, 2026 /EINPresswire.com/ -- [iDENTIFY Agency](#), a healthcare-focused marketing and technology firm headquartered in Sugar Land, Texas, announced its nationwide launch, introducing an integrated growth platform designed specifically for dental practices, specialists, surgical centers and Dental Service Organizations (DSOs).

Founded by Houston-area marketing strategists and healthcare advisors

Tarun Vashisht, Enayat Arora and Rahul Layal, iDENTIFY Agency was created around a fundamental challenge facing modern healthcare practices: generating patient demand is only part of the growth equation. Marketing performance must ultimately translate into qualified conversations, scheduled appointments and productive clinical capacity.

The agency combines high-intent digital advertising, local search optimization, AI-powered content, physician and dentist branding, video production and front-desk conversion strategy into a connected patient acquisition and retention system.

At the center of its offering is [SmileSecure](#) and [iOTA](#), iDENTIFY Agency's proprietary operational layers designed to connect marketing activity with the way practices actually manage patient inquiries and appointments. The approach is intended to give practice owners greater visibility into the path from advertising engagement to scheduled care while helping administrative teams



manage demand more effectively.

“Healthcare marketing has evolved, but too often the connection between marketing performance and what happens inside the practice remains fragmented,” said Tarun Vashisht, Co-Founder and Chief Executive Officer of iIDENTIFY Agency. “We built iIDENTIFY Agency to close that gap. By combining sophisticated marketing with operational insight, we can help practices make better use of every qualified patient opportunity and build more predictable growth.”

The company's Sugar Land headquarters reflects its commitment to building a healthcare marketing and technology operation in the greater Houston region.

Texas is home to one of the country's largest and most dynamic healthcare ecosystems, and iIDENTIFY Agency plans to expand its local strategy, search engine optimization, creative and account management capabilities throughout 2026 while serving clients nationwide.

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*Tarun Vashisht, Co-Founder
and Chief Executive Officer,
iIDENTIFY Agency*

The agency's model is designed to support practices at different stages of growth, from independent dental offices and specialty practices to multi-location organizations and DSOs. Rather than focusing solely on lead volume, iIDENTIFY Agency emphasizes the quality of patient intent, conversion performance and the operational readiness required to turn demand into booked care.

“Practice growth requires more than increasing traffic or generating another monthly lead report,” said Enayat Arora, Co-Founder and Head of Marketing Operations. “Our focus is on creating a measurable connection between patient acquisition, front-desk performance and clinical capacity. That allows practice leaders to make

marketing decisions based on business outcomes rather than activity alone.”

With its nationwide launch, iIDENTIFY Agency aims to establish a new standard for healthcare growth marketing by bringing together strategy, technology, creative execution and practice-level



operational intelligence under one platform.

Healthcare practice owners, dental specialists and DSO executives can learn more about iDENTIFY Agency and request a digital intake evaluation at identify.agency.

About iDENTIFY Agency

iDENTIFY Agency is a healthcare growth and marketing agency headquartered in Sugar Land, Texas. Founded by digital marketing professionals and healthcare advisors, the company develops patient acquisition and retention systems for dental practices, surgical centers, specialists and Dental Service Organizations nationwide.

Its services span high-intent search marketing, paid media, local SEO, AI-powered video and content, doctor branding, creative production and front-desk conversion infrastructure. By connecting marketing performance with practice operations, iDENTIFY Agency helps healthcare organizations build more efficient and measurable pathways from patient demand to scheduled care.

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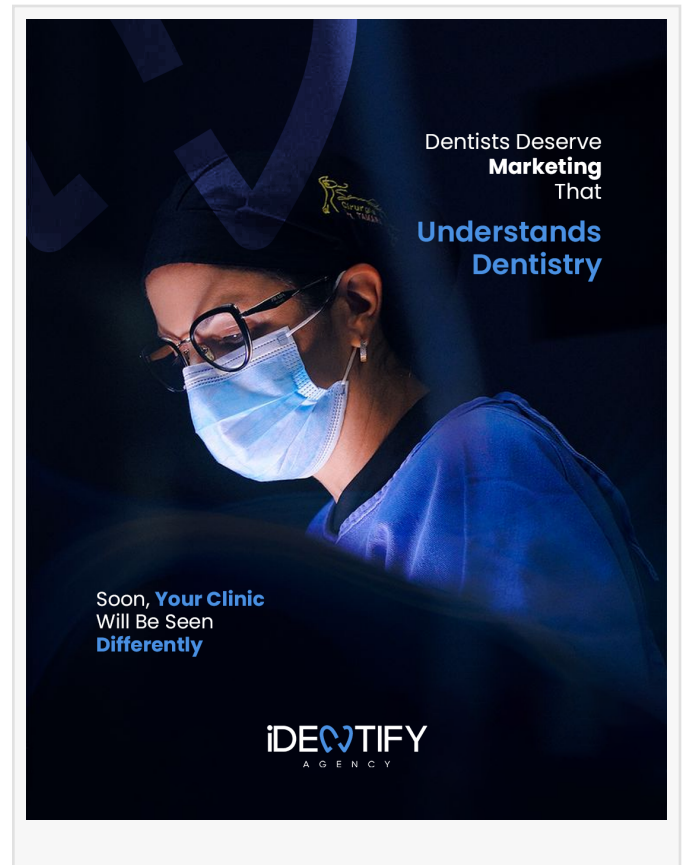
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