



New Patient Marketing Case Study

Blue Ridge Dentistry is a fee-for-service, single-location practice in Boone, North Carolina that partnered with SMC to generate new patients. Learn what we achieved over six months of marketing.

Practice:

Blue Ridge Dentistry

Owners:

Dr. Lisbet Cherniavsky and Alex Cherniavsky, managing director of Tusk Partners

Target patients:

Primarily GP

Challenges:

Dr. Cherniavsky and her husband Alex had recently bought Blue Ridge Dentistry, a 3-doctor practice with a solid existing patient base. Their main goal was to grow the practice further while maintaining a white-glove level of service and patient care.

However, they faced two challenges. First, because of the low population density near their location, many patients had to drive at least 30 minutes to the practice, which made attracting those patients more difficult. Second, as a fee-for-service practice, they needed to balance outstanding care with generating enough production to earn a reasonable profit.

Solutions:

Improved ad geo-targeting to reduce the cost per qualified lead by identifying the most promising new patient opportunities in the surrounding area.

Call coaching to improve phone conversion rates so that more potential patients who call actually schedule an appointment and show up for their exam.

New patient special offer for an exam and x-ray to help boost traffic and drive more long-term revenue.

Using [Trackable](#) to assess the performance of their entire new patient funnel so we can identify where patients drop off and plug the holes.

Results:

IN 6 MONTHS OF MARKETING

1121 Leads	835 Qualified leads	550 Appointments scheduled	353 New patients generated
\$13,000 Marketing investment	\$213,600 Total production	1543% ROI	



"I don't think we would have been nearly as successful without you guys. I feel like you took a 10-year process and you made it 3 years. You can't put a price on that."

Alex Cherniavsky, co-owner, Blue Ridge Dentistry



Testimonial: [Click here to watch Alex share more](#) of his experience working with SMC.

Find Out If We Can Help You Grow

Book a free strategic marketing consult to find out if your practice is a good fit to partner with SMC.

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