



Case Study: Carolina Pines Dentistry

Carolina Pines Dentistry is a multi-doctor practice led by Dr. Shane Wingler. After acquiring the practice in 2022, Dr. Wingler set out to grow intentionally without sacrificing culture or patient experience.

By focusing on leadership, capacity, and systems, Carolina Pines created a scalable growth engine that continues to deliver strong ROI, increasing collections year over year while improving access, reviews, and referrals.

- Business:** Carolina Pines Dentistry
- Leadership:** Dr. Shane Wingler, Practice Owner
- Target patients:** GP, emergency care, restorative, cosmetic, sedation dentistry
- Challenges:** Despite being a well-established practice, Carolina Pines faced several common growth barriers after acquisition.
 - **Lack of clarity** around long-term growth direction
 - **Inconsistent systems** for reviews and referrals
 - Schedules booking too far out, **limiting new patient access**

Solutions:

SMC partnered with Carolina Pines Dentistry to align leadership, marketing, and operations so growth could be supported long term.

- **Clarified a growth vision** rooted in leadership, accountability, and an abundance mindset
- **Implemented block scheduling** to protect access for new patients and emergencies
- **Reduced average time to appointment** to roughly one week by controlling schedule flow
- **Deployed strategic new patient offers** to increase visibility and attract high-intent patients
- **Built consistent systems** for Google reviews and referrals, driven by team involvement

Results:

Carolina Pines Dentistry turned intentional leadership and smart systems into measurable, repeatable growth.

- \$500K+** increase in collections year over year
- ~600%** marketing ROI
- 30+** new patient referrals per month
- Reduced time to appointment led to **higher show rates and better conversion**
- Stronger Google presence** built trust before patients ever walked in

Even after losing nearly a full week of production due to weather, the practice still posted a **record month**.



"All of the numbers are great, but it all boils down to leadership for me. That's the meat of everything that's happened."

Dr. Shane Wingler, Owner, Carolina Pines Dentistry

More Control. Stronger Systems. Sustainable Growth.

Book a free strategic marketing consult to see how SMC helps practices grow with clarity and confidence.

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