



Case Study: Apolonia Smiles

Apolonia Smiles is a startup dental practice built in a highly competitive market. Led by Dr. Hussam Asker, the practice partnered with SMC to launch with a clear growth strategy, generate immediate demand, and convert that demand into scheduled patients at an exceptional rate.

Business:

Apolonia Smiles

Leadership:

Dr. Hussam Asker, Practice Owner

Target patients:

General dentistry, cosmetic, restorative, implants

Challenges:

Launching a new dental practice comes with one core challenge: there is no existing patient base to rely on. Everything has to be built from zero, quickly and intentionally.

- No existing patient base or recurring revenue

- Highly competitive local market

- Need for immediate patient flow and production

- Risk of lost opportunities without strong phone conversion systems

Solutions:

SMC partnered with Apolonia Smiles to design a launch strategy focused on speed, visibility, and conversion.

Rather than relying on marketing alone, the approach aligned demand generation with front desk execution and patient experience from day one.

- Launch-focused digital marketing strategy to generate immediate demand

- Streamlined scheduling and new patient intake systems

- Targeted campaigns to attract high-intent new patients

- Clear positioning to differentiate in a competitive market

- Phone scripting and team training to maximize conversion rates

Results:

In just the third month after opening, Apolonia Smiles achieved results that most startups take years to reach.

267

new patients in
the first 3 months

122

new patients in
month 3 alone

1102%

marketing ROI

\$152,741

net production
generated

Near **100% phone
conversion** from
the start

This level of performance is rare for a startup and highlights what happens when marketing, operations, and phone handling are aligned from the beginning.

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“It’s not about how much you spend on marketing. You can spend a lot and still lose patients. It’s about training your team and making sure you’re ready to take care of the patients.”

Dr. Hussam Asker, Owner, Apolonia Smiles

What Made the Biggest Difference

Most startup practices focus on getting the phone to ring.

What set Apolonia Smiles apart was what happened after the phone rang.

- Near-perfect
phone conversion

- Strong alignment between
marketing and operations

- A system designed to capture
and convert demand immediately

More New Patients. Better Conversion. Partner With SMC.

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

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