



Case Study: Magnolia Dental Group

Magnolia Dental Group is a growing dental practice in Murfreesboro, Tennessee, led by Dr. Mike Scruggs. In a highly competitive market, the practice has grown to see as many as **80+ new patients per month while doubling collections over the last year.**

Business:

Magnolia Dental Group

Leadership:

Dr. Mike Scruggs, Practice Owner

Target patients:

General dentistry, cosmetic, aligners, restorative, implants, and emergency

Challenges:

Magnolia Dental Group had strong growth potential, but generating more patients was only part of the equation. The practice needed to make sure its schedule, team, and internal systems could keep up with increased demand.

- Competing in a crowded Murfreesboro market with new dental practices continuing to open nearby
- Existing scheduling habits could push patients out several weeks, increasing the risk of losing them to another practice
- Needed to create enough schedule availability to accommodate a growing number of new patients

Solutions:

SMC helped Magnolia Dental Group generate new patient demand while Dr. Scruggs focused on building the internal capacity and systems needed to turn that demand into long-term growth.

- Increased marketing investment as the practice developed greater capacity for growth
- Trained the team to identify opportunities within the existing schedule and creatively accommodate new patients sooner
- Protected dedicated new patient blocks so new patients could get into the practice quickly
- Added hygiene capacity as patient volume increased
- Expanded patient-friendly hours, including later appointments and early mornings, to create more availability and differentiate the practice in a competitive market
- Improved scheduling efficiency so Dr. Scruggs could provide more dentistry within the same clinical schedule
- Focused on patient conversations and financing options to help more patients move forward with recommended care

Results:

Magnolia Dental Group turned increased patient demand into significant practice growth.

2x

Collections
in 12 months

86

New patients in
a single month

82%

Phone schedule
rate

~600%

Marketing ROI

The practice has grown from roughly 30 to 40 new patients per month to highs approaching 90, while maintaining strong scheduling performance as marketing investment increased. Dr. Scruggs credits the overall growth in collections to a combination of increased patient flow, clinical efficiency, scheduling improvements, and stronger patient conversations.

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“If I don't have the insurance bringing me the patients, I'm probably gonna need your marketing company to help me do that. Thankfully you're good at it, so I'm not worried about it.”

Dr. Mike Scruggs, Owner, Magnolia Dental Group

More New Patients. More Opportunity. More Growth.

SMC helps dental practices generate new patients and identify the opportunities standing between increased demand and sustainable growth

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