



Case Study: Premier Dental Studio of Katy

Premier Dental Studio of Katy is a fast-growing private practice in Katy, Texas, led by partners Dr. Arain and Dr. Maknojia. After acquiring a struggling practice and partnering with SMC, the team implemented a focused growth strategy that dramatically increased new patient flow, improved phone conversion, and generated a strong return on their marketing investment.

Business:

Premier Dental Studio of Katy

Leadership:

Dr. Arain and Dr. Maknojia, Practice Owners

Target patients:

General dentistry, preventative care, restorative treatment, orthodontics, implants, cosmetic

Challenges:

When Dr. Arain and Dr. Maknojia acquired Premier Dental Studio of Katy, the practice was struggling to attract new patients and operate profitably. The office had been opened only a few years earlier, but lacked the systems needed to grow and was underperforming in one of the most competitive dental markets in Texas.

Key challenges included:

- **Minimal new patient flow.** The previous practice was producing only about \$200,000 annually and operating at a loss.
- **Unclear marketing direction.** The doctors were cautious about marketing investment and unsure where to focus their efforts.
- **Highly saturated local market.** Katy, Texas is an extremely competitive dental market requiring a strong strategy to stand out.
- **Operational inefficiencies.** Systems for scheduling, insurance verification, and front desk communication needed improvement.

Solutions:

SMC partnered with Premier Dental Studio of Katy to implement a focused growth strategy designed to increase new patient flow while improving operational systems inside the practice. By aligning marketing investment, phone conversion training, and patient experience, the team built a scalable system that could support rapid growth in a highly competitive market.

• **Increasing and optimizing advertising investment** to compete in the saturated Katy market; they more than doubled their monthly spend.

• **Introducing low-barrier new patient offers**, including a \$99 new patient special designed to increase first visits and allow the team to educate patients on needed treatment.

• **Implementing structured phone training and call review**, including scripts, coaching, and regular feedback to improve appointment conversion rates.

• **Building a patient referral program and community partnerships**, including handwritten thank-you notes, coffee shop gift cards for referrals, and participation in local community events.

• **Creating faster new patient scheduling systems**, including block scheduling and flexible appointment availability to reduce the time between phone call and first visit.

Results:

In just the first few months of working together, Premier Dental Studio of Katy achieved major improvements across their growth metrics.

42% increase in new patients

90% phone conversion rate

Nearly **500%** marketing ROI

Up to **70 new patients** in high-growth months

Approximately **30 referrals per month** from existing patients

The practice is now on track to exceed its annual production goals far earlier than expected.

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“You just have to move out of your comfort zone because when you get comfortable, there is not enough growth. Growth does not happen in your comfort zone.”

Dr. Maknojia

What Made the Biggest Difference

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“The biggest change we’ve made in the last few months is just keeping it simple.”

Dr. Arain & Dr. Maknojia

By aligning marketing, operations, and team training, Premier Dental Studio of Katy turned a struggling acquisition into a fast-growing practice.

More New Patients. Better Conversion. Partner With SMC.

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

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