



# Case Study: Columbus Park Dental

Columbus Park Dental is a bustling private practice in Manhattan’s Upper West Side. In less than a year of partnering with SMC, they’ve exponentially grown digital new patient volume, hit a 573% marketing ROI, and laid the foundation for expansion into a second location.

## Business:

Columbus Park Dental

## Leadership:

Dr. Sidak Singh, Practice Owner

## Target patients:

GP, cosmetic, restorative, endodontics, Invisalign

## Challenges:

As a startup in one of New York City’s most competitive neighborhoods, Columbus Park Dental needed to stand out fast. But high lead volume didn’t translate to scheduled patients, and early growth was slowed by operational gaps.

- **Phones “barely rang”** even though lead flow was strong - conversion training was needed.
- **Referral tracking** was inconsistent and unreliable.
- **There was a noticeable imbalance** in case acceptance between providers.
- **Many marketing-generated leads** were Medicaid patients, misaligned with practice goals.
- **Attribution issues** made it hard to measure ROI or justify scaling ad spend.

## Solutions:

SMC and Dr. Singh partnered closely to fix the funnel and build scalable systems that would attract and convert the right kind of patients.

- **Implemented phone conversion training** for the front desk and office manager.
- **Provided coaching and recommendations** to support associate treatment presentation skills.
- **Rolled out referral tracking and a dual-verification system** for new patient attribution.
- **Executed a custom window cling project** to capitalize on foot traffic from nearby Central Park.
- **Shifted ad targeting to focus on high-value demographics** (ages 40-70) seeking advanced care.

## Results:

In less than a year, Columbus Park Dental transformed their marketing into a consistent, high-return engine for growth - and they’re not slowing down.

<b>90%</b> average phone conversion	<b>44</b> digital new patients in a single month (up from just 1-3/month pre-SMC)	<b>\$20K-\$46K/</b> month in production from digital NPs	Consistent <b>450% + ROI</b>	Signed lease for a 2nd location!
--	--	---	---------------------------------	----------------------------------



*“Your team has been super supportive from the beginning, even when we weren’t converting like we wanted to when we first started... You need that communication - you need that monthly check-in. You need to be able to see where the patients are coming from, where the money is going.”*

**Dr. Sidak Singh, Owner, Columbus Park Dental**



Testimonial: [Click here to watch Dr. Singh](#) talk about maximizing her practice and working with SMC.

## 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.

**CLAIM YOUR SPOT**