



# Case Study: Dental Arts Group

Dental Arts Group (DAG) is a dental group in Philadelphia and southern New Jersey. After Geoff Roche joined as marketing director, he decided to partner with SMC to generate new patient growth for DAG's 13 locations.

## Business:

Dental Arts Group

## Leadership:

Geoff Roche, marketing director

## Target patients:

GP, orthodontic, endodontic, cosmetic, and dental implants

## Challenges:

Here are some of the top challenges we have faced during our partnership.

- **Poor phone conversion with team members struggling to control the call and schedule patients.**
- **Low ROI and production per new patient at some locations.**
- **Budget at some offices is low for NP goals.**

## Solutions:

Here's what we did to help solve their challenges.

Enrolled DAG front desk team members in phone coaching to boost conversion as high as 80% for some locations.

Ran targeted ad campaigns to generate higher quality leads that went on schedule at a significantly higher rate than before.

Met regularly with Geoff and DAG to improve operational issues that had been blocking marketing results.

Lowered prices on new patient specials to get more patients in the doors.

## Results:

This is what we achieved in the first 12 months after DAG became our partner.

**1700+**

Total new patients

**40%**

Year-over-year growth

**70%**

Average phone conversion rate



*"We have consistent growth. And so that is fantastic. It lets me strategize."*

Geoff Roche, marketing director, Dental Arts Group



**Testimonial:** [Click here to watch DAG marketing director Geoff Roche](#) talk about his experience growing his group 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 a good fit to partner with SMC.

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