



# Case Study: Hamblin Family Dentistry

Hamblin Family Dentistry is a single location practice in Houston, Texas. After signing on with SMC, they generated 58 new patients and over \$62,000 in net and scheduled production in just two months.

## Business:

Hamblin Family Dentistry

## Leadership:

Dr. Blake Hamblin, practice owner

## Target patients:

GP, Invisalign, cosmetic, and dental implants

## Challenges:

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

- Slow new patient growth.
- Lack of training around phone conversion.
- Scheduling only 31% of new patient phone calls.

## Solutions:

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

Began a targeted ad campaign aimed at attracting Hamblin's ideal new patient types.

Implemented new patient special offers to drive more new patient appointments and consults.

Enrolled team members in online phone conversion coaching to increase the number of phone calls that result in a scheduled appointment.

## Results:

In just two months of partnership, we achieved major growth.

**\$6,000**

Monthly marketing budget

**\$62,256**

Production

**58**

New patient appointments scheduled

**74%**

Average phone conversion rate

**379%**

Marketing ROI

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*"I'm thrilled with what you guys have delivered. So thank you."*

Dr. Blake Hamblin, owner, Hamblin Family Dentistry



**Testimonial:** [Click here to watch Dr. Blake Hamblin](#) 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 also a good fit to partner with us to grow.

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