



# Case Study: Pure Dental Spa

Pure Dental Spa is a four-location dental group based in Chicago, Illinois. Pure Dental started all their practices as de novo — but chose to partner with SMC after their newest location struggled to grow.

## Business:

Pure Dental Spa

## Leadership:

Dr. Rajul Patel, founder, and Mehul Patel, CEO

## Target patients:

Family and cosmetic patients

## Challenges:

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

- **Generating new patients for four locations in a challenging market with lots of competition.**
- **Slow growth at their newest location.**
- **Building an internal team that aligns with their core values and delivers a fantastic patient experience.**
- **Initial communication struggles between their team and ours.**
- **Paying too much for each new patient.**

## Solutions:

Here is what we did to help solve their challenges.

Implemented a focused new patient campaign based on geo-targeting leads similar to their best existing patients.

Boosted phone conversion through coaching and making operational changes.

Integrated SEO best practices.

Improved communication via biweekly meetings between Mehul Patel and our team.

## Results:

**1416+**

Total new marketing patients

**88**

Average monthly new marketing patients

**1807+**

Total leads generated

**\$222**

Cost to acquire a new patient

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*“Marketing is the lifeblood of any practice.”*

Mehul Patel, CEO, Pure Dental Spa



Testimonial: [Click here to watch Mehul Patel share more](#) about growing his dental group and working with SMC.

## Find Out If We Can Help You Grow

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

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