



# Case Study: Revive Dental

Revive Dental is a fee-for-service, out-of-network practice located in Alpharetta, Georgia, one of the most competitive dental markets in the area. Led by Dr. Parth Patel, the practice partnered with SMC with a clear objective: grow new patient volume without relying on insurance participation and build a system that supports long-term, sustainable growth.

## Business:

Revive Dental

## Leadership:

Dr. Parth Patel, Practice Owner

## Target patients:

General dentistry, cosmetic, restorative, implants, and emergency care.

## Challenges:

Revive Dental faced challenges common to many out-of-network practices, but amplified by an extremely competitive local market. Primary challenges included:

- **Operating in a mixed-income area** that required precise audience targeting
- **Attracting patients** aligned with a fee-for-service mindset
- **Inconsistent new patient flow** early on
- **The need for** stronger phone conversion and scheduling systems
- **Ensuring** the entire team was aligned with the practice's growth philosophy

As Dr. Patel shared, lack of leads was not the biggest challenge. The real challenge was building the internal systems and mindset to support growth once leads came in.

## Solutions:

SMC partnered closely with Dr. Patel to align marketing strategy, team training, and operational execution.

- Refined geographic and demographic targeting to attract ideal patients
- Ongoing phone conversion coaching and call tracking
- Weekly strategy calls focused on execution and accountability
- Front desk and team training centered on education, not pressure
- Funnel tracking from first call to treatment acceptance and retention
- Scheduling strategies designed to absorb growth without chaos

## Results:

Revive Dental's results reflect what happens when marketing, leadership, and systems work together.

Consistent growth in monthly new patients from the teens into the 30s

Nearly 77% of patients are carrying PPO benefits while still choosing an out-of-network practice

Stronger case acceptance driven by patient education and value creation

Historically slow months turned into stable, high-performing production periods

Long-term momentum rather than unpredictable spikes



*"I think of marketing as a long-term investment for growth. It's about building something that you can sustain month after month."*

**Dr. Parth Patel, Owner, Revive Dental**

## More Control. Better Patients. Sustainable Growth.

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