



Case Study: Southampton Aesthetic Dentistry

Dr. David Agia leads a growing general dental practice focused on same-day treatment, emergency care, and a patient-first experience. After experiencing inconsistent marketing performance and unreliable new patient flow, the practice partnered with SMC to stabilize growth and build systems that could scale.

In just a few months, the practice doubled new patients, increased collections by 37%, and achieved record growth during a traditionally slow time of year.

<p>Business: Southampton Aesthetic Dentistry.</p>	<p>Leadership: Dr. David Agia, practice owner.</p>	<p>Target patients: General dentistry, emergency patients, implants, restorative care.</p>
<p>Challenges: Before partnering with SMC, the practice had strong clinical capabilities but lacked consistency and visibility in growth. Key challenges included:</p> <ul style="list-style-type: none"> An unreliable marketing platform that caused campaigns to go offline for days at a time. Inconsistent new patient flow made planning difficult. Limited insight into phone performance and missed scheduling opportunities. Underutilized capacity despite adding an additional operator. No structured system for generating Google reviews and referrals. 		

Solutions:

SMC focused on stabilizing marketing first, then aligning operations and team execution to support growth.

- Consistent Google Ads and social campaigns designed to attract high-intent and emergency patients.
- Team training around asking for and capturing Google reviews at the right moments.
- Phone call tracking, recordings, and coaching to improve conversion and speed to schedule.
- Improved handoffs between clinical diagnosis and financial conversations.
- Support for a dedicated new patient and emergency operator to allow same-day treatment.

Results:

In just a few months of partnership, the practice saw measurable, sustainable growth.

2X Doubled monthly new patients.	37% Increase in collections.	Record-high new patient month during September.	Google reviews doubled in under 60 days.	Increased inbound calls and patient referrals.	Stronger team confidence and smoother patient experience.
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"This is 100% a team effort. It starts with a phone call and ends with a happy patient."
Dr. David Agia

More New Patients. Better Systems. Real Growth.

Partner with SMC to build predictable, profitable growth by aligning marketing, operations, and team performance.

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