



Case Study: Wimmer Dental

Wimmer Dental is a 10-operator practice in Denver, Colorado. In just a few months with SMC, they exceeded their goal of doubling new patient volume and created a system to sustain that growth.

Business:

Wimmer Dental

Leadership:

Dr. Matthew Wimmer, Practice Owner

Target patients:

GP, Invisalign, cosmetic, implants, and restorative

Challenges:

The practice was ready to grow, but needed support turning growth potential into consistent performance.

- **Scheduling was a hurdle – the doctor’s schedule was a week out, and hygiene was booked two weeks in advance.**
- **Needed to expand clinical hours to accommodate growth.**
- **Phone coverage and conversion were inconsistent.**

Solutions:

SMC partnered with Dr. Wimmer to align his growth goals with an operational strategy that could support higher volume and maximize ROI.

Implemented block scheduling to free up space for new patient appointments.

Implemented low-barrier new patient offers to drive volume while capturing high-value cases like Invisalign.

Trained the front desk team on scripts and followed up with coaching and phone review.

Leverage an in-house membership plan to retain uninsured patients.

Implemented an automation for Google reviews to support reputation and SEO.

Results:

In just a few months, Wimmer Dental turned an ambitious growth plan into a real, measurable impact.

900%

average ROI

\$151

cost per appointment, with \$1,200 average production per patient

96%

phone answer rate during business hours

Doubled monthly new patients (from 50 to 101)

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“The rule of the office is that you answer the phone. I think we answer like 96% of the phones that come in during business hours. I’m pretty happy with that... And shout out to you and your team. You guys have been absolutely phenomenal to work with so far, like hugely responsive.”

— Dr. Matthew Wimmer, owner, Wimmer Dental



Testimonial: [Click here to watch Dr. Wimmer](#) talk about maximizing his practice 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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