



Dental Marketing Success Stories

See how five practices like yours are driving production, reducing overhead, and simplifying their days with RevenueWell



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Introduction

Running a dental practice can be as frustrating as it is rewarding. Every day brings new challenges and time-consuming tasks that keep you from focusing on what matters most: Filling your schedule and providing an amazing patient experience.

This collection of Success Stories will show you exactly how practices like

yours are meeting these challenges and using RevenueWell to bring in new patients, reactivate existing patients, and even create new revenue streams—all while simplifying their days so they can focus on what matters most.

We know you'll get some great ideas from these amazing practices.

Enjoy!

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SUCCESS STORY

The Strategic Thinker

With a long-term growth strategy in mind, co-owner and director of business operations Troy Walton wanted a solution set that could deliver better patient experiences and scale as the practice grew.



Murray Hill Dental

West Columbus, OH

Results

24,596

lifetime appointments confirmed

3X

new patient visits per year on average



2 Practices



4 Dentists



30 Employees



Eaglesoft Users

The Problem

Murray Hill Dental co-owner and director of business operations Troy Walton likes smooth and steady growth. Walton and partner Dr. Melissa Brown first acquired their West Columbus, Ohio-based practice in the spring of 2011. After updating the office's out-of-style décor and modernizing its antiquated technology, the team devoted itself to growing the business. In 2015, Murray Hill Dental acquired a second practice in nearby Westerville. They started with two partners and three employees and then expanded to a team of 30 employees (including three new doctors) and are poised to continue growing.

The team needed a software solution set that would grow with them, improve their operational efficiency and provide a more personalized patient experience. With the addition of a second practice and the team expansion, it was also important to find solutions that could integrate with their PMS and streamline business processes.

The team needed a software solution set that would grow with them.

The Solution

Murray Hill Dental uses three RevenueWell products. The team started using RevenueWell Marketing Platform in 2017 when it shifted from a different product. The fact that RevenueWell completely integrated with Eaglesoft was a key part of the practice's decision to switch. The Murray Hill team also appreciated that RevenueWell exclusively served dental practices and the RevenueWell team had in-depth knowledge and expertise to understand

their unique needs and challenges.

In 2018, Murray Hill Dental added RevenueWell Forms. Although the practice had developed its own proprietary forms software, RevenueWell's ability to sync with Eaglesoft was valuable. With the RevenueWell and Eaglesoft integration, the front office team didn't have to manually enter patient data into their PMS. Murray Hill Dental could save countless hours while also preventing costly transcription errors.

In 2019, Murray Hill Dental added RevenueWell Phone.

"RevenueWell Phone makes us more efficient," Walton says. "Whenever a call comes in, we see a screen with everything we need to know about the patient—from needs to family members to birthdays to account balances—and that helps us understand what the patient needs to schedule for, or what their family members need to schedule for."

With RevenueWell Phone, the team has meaningful and personalized conversations with each patient.

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with each patient.**

The Results

RevenueWell's Marketing Platform, Forms and Phone empower the Murray Hill Dental team to use their time more efficiently and deliver modern, personalized patient experiences in-person and online. This also helps keep prospective and current patients engaged and builds loyalty, which ultimately leads to consistent profitability and growth potential.

"One of the greatest things our patients say to us is, 'We got an email before we even left the parking lot,'" Walton says.

"They think we took the time to send them a highly personalized email tailored to their unique situation when it was RevenueWell on autopilot. That helps us strengthen our relationship."

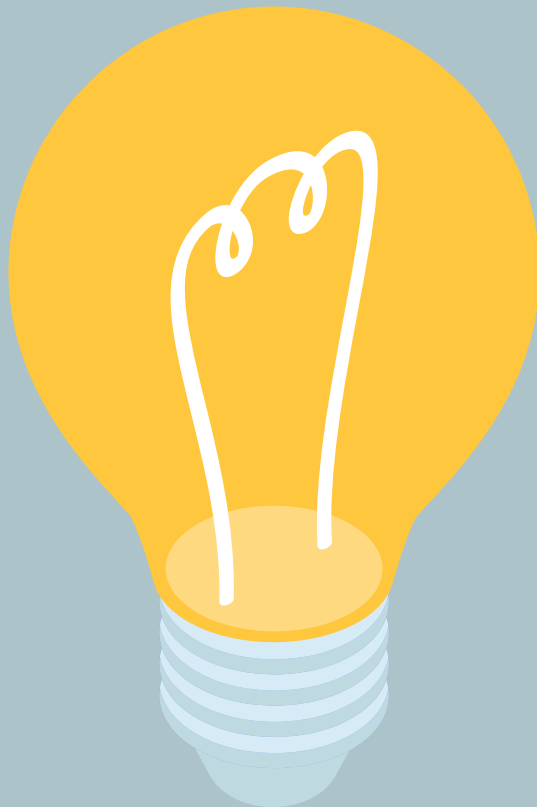
"Because of its efficiency and utility, RevenueWell has offset our labor costs for four years now."

Troy Walton
Co-Owner and Director of Business Operations,
Murray Hill Dental

SUCCESS STORIES

The Successful Switcher

Switching to RevenueWell streamlined operations and increased revenue while maintaining each practice's unique identity.



Familia Dental

Nationwide

Results

\$100,000

from a single
reactivation campaign



42 Practices



Eaglesoft Users

The Problem

Familia Dental needed a change. The 42-practice organization simply wasn't getting the service it needed from its tenured marketing and communications provider.

"We were not happy with our current solution, as it was failing our patients and lacking quality controls," says Chief Marketing Officer, Leslie Brewer.

According to Brewer, when the system would crash, Familia's leadership team wouldn't know for several days, finding out only from practices whose patients hadn't been confirmed.

"Unfortunately, the issues were ongoing and started to impact our show-rate

in the offices," explains Brewer. "This led us to search for a better confirmation platform."

After deciding to find a more reliable platform, Familia Dental's CMO decided she also needed something more sophisticated. Brewer and her team had planned on growing revenue through traditional marketing campaigns and were looking for ways to engage with patients in the community.

Says Brewer, "In tandem to the confirmation solution search, I had begun looking for a nurture platform

"We were not happy with our current solution, as it was failing our patients and lacking quality controls."

to support daily, weekly, and monthly communications for our returning patients. Creating loyalty, engagement and a local community feel was an important lever missing from our current retention strategy, so finding a company that could interface with our current EMR was important."

Why RevenueWell

After performing her due diligence, Brewer decided RevenueWell was the right option for Familia Dental. She says it was an easy sell to leadership due to the value-added features at no extra expense to the company. “I was able to demonstrate that RevenueWell could solve our confirmation issues while also providing added value and capabilities we didn’t have at the time. Those features included being able to disseminate educational and office-specific communication campaigns, capture customer experience results, push and request online ratings and reviews, and help our offices fill their schedules. From an economics standpoint, I was able to upgrade my

confirmation system and add four additional services without having to pay an extra dime.”

With RevenueWell, Brewer and her marketing team were now able to roll out the drip campaigns they had envisioned.

Thanks to RevenueWell’s reputation monitoring capabilities, Familia Dental could also survey patients across

It was an easy sell to leadership due to the value-added features at no extra expense to the company.

underperforming offices and then set new KPIs specifically tied to patient satisfaction. According to Brewer, before using a comprehensive system like RevenueWell, targeted research had cost the company upwards of \$50,000.

Most importantly, Familia Dental was able to find a partner who is receptive to its needs. Says Brewer, “What makes RevenueWell an incredible

product and service is its reliability, functionality, and responsiveness. Their commitment to client and customer experience is impressive, along with their ability to listen to feedback and improve along the way.”

The Results

Since switching to RevenueWell, Familia Dental has found success both operationally and monetarily. Thanks to RevenueWell's unparalleled customer service, Familia has experienced very little friction when implementing new systems and procedures across its practices.

"We've been rolling out RevenueWell in stages so that our offices have time to adjust to the technology and to ensure buy-in," Brewer says of her group's training process.

Thanks to RevenueWell Enterprise's user access controls, every practice under Familia's umbrella maintains its own personal identity.

Says Brewer, "We allow the offices to create smaller-scale communications appropriate for their practice needs. For example, if they have an event

coming up or a new doctor starting, they have the autonomy to build their own campaigns."

And with the versatility it provides, RevenueWell Enterprise allows Familia's corporate marketing team to control larger, revenue-driving campaigns.

Citing the success of a recent campaign, Brewer explains why she and her team like to control major communications. In May, Familia Dental ran a Memorial Day drip campaign for 33 of the group's 42 practices. Targeting patients who hadn't scheduled an appointment within the last 12 months, Familia sent 93,000 email communications. According to Brewer, 20% of the recipients opened the emails, with 632 patients booking and showing up for their appointments. As a result, Familia Dental generated \$100,000 in revenue off that single campaign.

Familia Dental executes promotional communications like the May campaign monthly and has found immediate impact.

"Due to the overwhelming response to our monthly campaigns, we must be prepared and staffed appropriately in the call center because the calls are immediate," explains Brewer.

RevenueWell has made a positive impact across the organization, including operations, billing, and marketing. Brewer believes this is possible because of the multi-faceted communications platform, and the ownership and commitment RevenueWell has displayed to Familia's success.

"RevenueWell is a true partner who genuinely cares for my team, our patients, and the success of our organization."

SUCCESS STORY

The Patient Reactivator

Switching to dental-focused RevenueWell gave this practice the insights and configurability they needed to drive successful reactivation.



Long Grove Dental Studio

Long Grove, IL

Results

37

patients reactivated
in the first month

\$9,781

in increased
monthly revenue



1 Dentist



3,000+ Patients



Eaglesoft Users

The Problem

When Dr. Nichole DeMars, purchased the already six-year-old Long Grove Dental Studio, she inherited a respectable patient database she anticipated would help grow her business. She soon realized, however, that the size of a patient database hardly equates to production value. Many patients hadn't been in to see the prior owner in years, and hygiene recall compliance was dismal.

While the previous owner tried to engage patients with a different patient communication solution, she enjoyed very limited success due to the system's lack of configurability and dental focus. To make matters worse, the practice

didn't have email addresses on file for most patients and their existing product's limited direct mail capabilities meant the system didn't have sufficient reach to really make an impact.

The size of a patient database hardly equates to production value.

Dr. DeMars wanted to use educational and promotional content to drive patient engagement and retention. But that wasn't the reality. She knew she needed a better solution to make her vision a reality.

Why RevenueWell

After hearing from a colleague that RevenueWell offered a marketing and communications product designed specifically for dental offices, Dr. DeMars decided to give RevenueWell a closer look.

During her discovery stage, she wanted to see if RevenueWell could help her achieve four immediate goals: announce the office's transition to new ownership, inform her patient base about new technology the office was using, shore up the recall system, and motivate long-lost patients to return to the practice.

After seeing an online demo of RevenueWell's automatic recall and patient reactivation capabilities, and noting that the system featured years of built-in content to drive continuous patient engagement, Dr. DeMars decided to give RevenueWell a try.

Dr. DeMars decided to give RevenueWell a closer look.

The Results

Long Grove Dental Studio began with sending several tailored patient reactivation campaigns to long-overdue patients, helping the practice bring back many patients with personalized “Welcome Back” incentives as well as inactivate others to clean up the database.

Lastly, Dr. DeMars’ goal of being able to send out announcements and bolster engagement with educational content became a reality, all without having to write a single word of content. RevenueWell’s prebuilt newsletters got a great response from patients, helping the office grow its cosmetic and orthodontic business without the extra marketing expense.

RevenueWell’s prebuilt newsletters got a great response from patients.

Dr. DeMars’s office manager then used RevenueWell’s automatic recall and patient reactivation campaigns to set up a high-touch communication program based on each patient’s visit history and recall type.

SUCCESS STORY

The Whitening Wizard

Faced with flat revenues, this practice used RevenueWell's pre-built and customizable teeth whitening campaigns to easily drive 53 new appointments and generate \$21,909.



Front Range Dental Center

Fort Collins, CO

Results

\$21,909

in revenue and 53 new appointments from two whitening campaigns



4 Dentists



12,500+ Patients



Eaglesoft Users



75 New Patients per Month

The Problem

Situated in Fort Collins, Colorado, Front Range Dental Center has a predominantly affluent patient base. Most patients have had braces, and there's a Waterpik and Sonicare in every house. They care about oral health. As such, Front Range is a high-volume practice with a heavy concentration on hygiene.

"Our practice is predominantly more of a hygiene practice than it is a restorative

practice," says practice administrator Kurt Radtke, "because our patient needs would be a one-service, two-service, three-service filling, but our patients take care of their teeth."

The challenge for the Front Range team, then, was this: Continue its accelerated hygiene program while also finding ways to increase revenue in a relatively healthy community.

Why RevenueWell

Earlier in the year, Front Range had started using Zoom whitening. According to Radtke, it's a low-cost option that can yield a significant profit. Moreover, this kind of service helps fill rooms and keeps his team busy.

"My Zoom cost me \$100, and I book it with a chair in one room that is underutilized," he explains. "I'm already paying a team member to utilize the room, so she's going to be in there no matter what. So for me, it's just pure profit outside of the cost of the product."

In order to market their new offering, Radtke and his team opted to use RevenueWell's custom campaigns. RevenueWell contains prebuilt campaigns specifically for Zoom whitening, making it a no-brainer. Coupled with a tech-savvy patient base, the Front Range team believed these campaigns would yield a large dividend with little effort.

"The amount of revenue we did from the first Zoom blast paid for my RevenueWell campaigns for three years. My second Zoom campaign paid for it for another two years. I'm just looking at one product."

Dr. Kathryn Radtke
Front Range Dental Center

The Results

The first campaign was sent toward the end of February, heading into prom and wedding season. In it, the practice showed before-and-after photos and included a few words on how the whitenings only take around 15 minutes.

All told, these two campaigns brought in over 50 appointments and more than \$21,000. In terms of a return on investment, with just a few clicks of the mouse, the practice paid for five years of RevenueWell.

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Riding the success of the first campaign, Front Range sent another identical campaign in mid-May, right in time for the wedding season. This second campaign generated roughly 20 more appointments and over \$7,500 in revenue.

Front Range has found even more success from other campaigns within RevenueWell, but the practice accomplished several goals with these two simple emails: they alerted patients to a new service, generated revenue, and paid off their revenue driver, RevenueWell, for a half-decade.

SUCCESS STORIES

The Schedule Optimizer

With a practice built on family-style care and operational efficiency, this practice found even greater success by automating patient communication.



Wilson Martino Dental

West Virginia

Results

5%

reduction in
no-show rates

\$72,000

savings in staff time



12 Dentists



110+ Staff

The Problem

With 12 doctors and 110 total staff across several locations, Wilson Martino Dental serves about 400 patients every day. Every location seems busier than the next, buoyed by a well-honed structure of systems and protocol. It's an organization where every employee has a purpose, every patient knows what's happening, and every doctor can spend the time they need to make patients feel like family. Most owners would marvel at the complexity and success of the chain, but the leadership team at Wilson Martino

Dental wanted to keep pushing forward. One area of opportunity was getting more scheduled patients in the chair for their appointments. Prior to using RevenueWell, despite heavy investment in manual reminder calls, the practice had a no-show rate of 16%. Wilson Martino Dental knew that even the smallest improvement in this area would add a substantial amount to the bottom line, so it seemed like a problem worth solving.

Despite heavy investment in manual reminder calls, the practice had a no-show rate of 16%.

Why RevenueWell

Dr. Martino's team understood that using an automated appointment confirmation system was the only way to make its process consistent and repeatable across all six locations. After reviewing the automated reminder solutions on the market, Wilson Martino Dental chose RevenueWell for two main reasons. First, the solution was incredibly easy to configure and use — which was very important since the practice needed to

train an already busy team of over 100 on the new system. Second, RevenueWell's seamless integration of text messages, emails, automated phone calls, and mailed postcards meant the system could reach 100% of the patients coming in on any given day.

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The Results

The first and most noticeable change at Wilson Martino was something they hadn't predicted: peace and quiet.

The team no longer had to call 60 to 70 patients every day at every location to confirm appointments. And while the office calmed, the numbers rejoiced. Since using RevenueWell, no-call and no-shows dropped to an all-time low.

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Dr. Martino's team attributes these results to several factors: RevenueWell's tight integration with their Eaglesoft software, the multiple automatic reminders each patient receives, and the system's ability to help its team capture cell phone numbers and email addresses for every patient coming into the office. In fact, Wilson Martino Dental is so thorough in their data collection, they now have an email address and phone number on file for the majority of their entire active patient base.

SUCCESS STORIES

Conclusion

There's no better way to learn than seeing how your fellow practice owners are meeting and beating the same challenges you face. We hope you've gained a few great ideas from their stories.

You can find more **Success Stories** and **case study videos** at [RevenueWell.com](https://www.revenuewell.com).



About RevenueWell

RevenueWell gives dental teams the powerful, easy-to-use tools they need to fill their schedule and eliminate time-consuming tasks. The results: More new patients, increased production from existing patients, and a more productive team.

Here's why it's awesome:

1. It's designed for dental practices.

RevenueWell was built from the ground up specifically for dental practices.

We know where your challenges and opportunities lie, and we've designed our solutions to work the way your team works to eliminate the challenges and maximize the opportunities.

2. It integrates with your PMS.

RevenueWell plugs right into your Practice Management Software and reads ADA codes, treatment plans and patient histories to identify the treatment opportunities that are already in your database. Then it gives you powerful tools to reactivate those patients and fill your schedule.

3. It's a complete communication solution.

From email to 2-way texting to VoIP phone systems, RevenueWell provides the complete communication platform you need to skip the phone tag and communicate with your patients the way they want to communicate.

Let's see how we can help your practice!

We'd love to see how we can help you reach your practice goals. Learn more and request a personal consultation and product demo at RevenueWell.com.

See our customer reviews at G2.com.

