

TRANSFORMING A FAST-GROWING DSO:

A Tale of Profitability & Scalability in Changing Economic Landscape

See how OM helps this DSO grow and maintain efficiencies of NP volume with a 40% decrease in spend/budget.

CUSTOMER INTRODUCTION

Community Dental Partners (CDP)

CDP is a doctor led and team supported DSO that is revolutionizing dental care for underserved markets by supporting entrepreneurial partners on their journey to create an amazing doctor, staff and patient experience.

- ✓ 70 Locations
- ✓ Multi Brand General, Pedo, & Specialty Locations
- ✓ Mix of Small Town Rural & Metropolitan Suburbs
- ✓ DeNovo, Acquisition & Legacy Brands



Challenges to Solutions: CDP's Path to Success

THE CHALLENGES

Poor Digital Foundation

Inadequate digital foundation and analytics, unstructured websites and disjointed Google and social advertising accounts

Patient Attribution Data

Limited access to patient attribution data constrained strategic decision-making, especially when it came to the acquisition of new patients.

Economic Impact

Practice profitability challenged by changing economic environment creating the need to decrease marketing budgets and increased efficiencies.

DeNovo Growth

The launch of several new locations in highly competitive markets.

Brand Consolidation Post Acquisition

The acquisition of multiple brands required a consolidation of marketing assets and system to ensure efficient growth and maintain brand consistency.

THE SOLUTIONS

Digital Foundation Overhaul

Websites were restructured and digital accounts streamlined, creating an effective digital infrastructure. This significantly improved the online presence, measurement, and patient experience.

Data Capture & Collaboration

Digital event tracking and attribution reporting were developed to capture accurate data. A cross-team collaboration between the marketing and operations teams was initiated to monitor calls, online bookings, and patient experience insights. This strategy helped optimize marketing beyond platforms and focused on patients scheduled.

Data-Driven Decision Making

New data and insights were leveraged to optimize acquisition campaigns and provide efficiency metrics. This approach facilitated informed strategic decision-making and budget allocation, effectively minimizing risks.

Effective DeNovo Launches

Legacy learnings, digital playbooks, and reporting systems were applied to successfully launch DeNovo locations in highly competitive markets.

Standardized Systems & Onboarding Playbooks

Developed to seamlessly integrate new acquisitions into the organization's digital marketing strategies. This ensured the maintenance of high-quality digital acquisition processes throughout the transition.

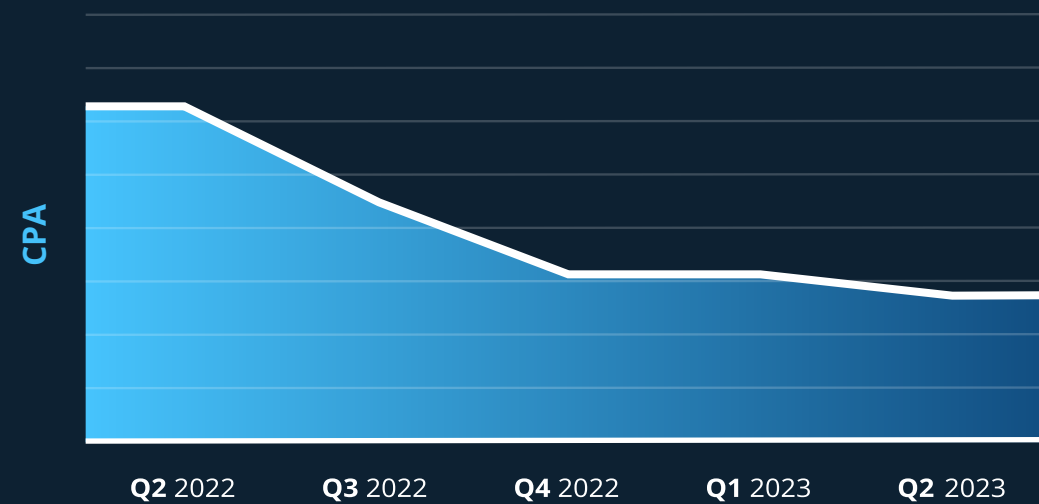
RESULTS

Finding Efficiencies While Maintaining New Patient Flow

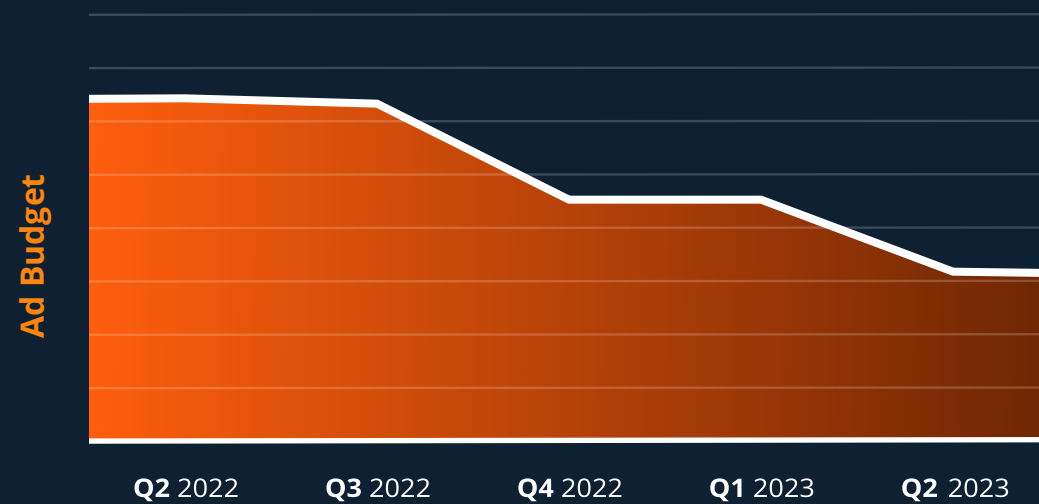
Combined

Each type of practice brings its own challenges, but ensuring the overall health of the DSO is key.

55% Decrease in Digital CPA



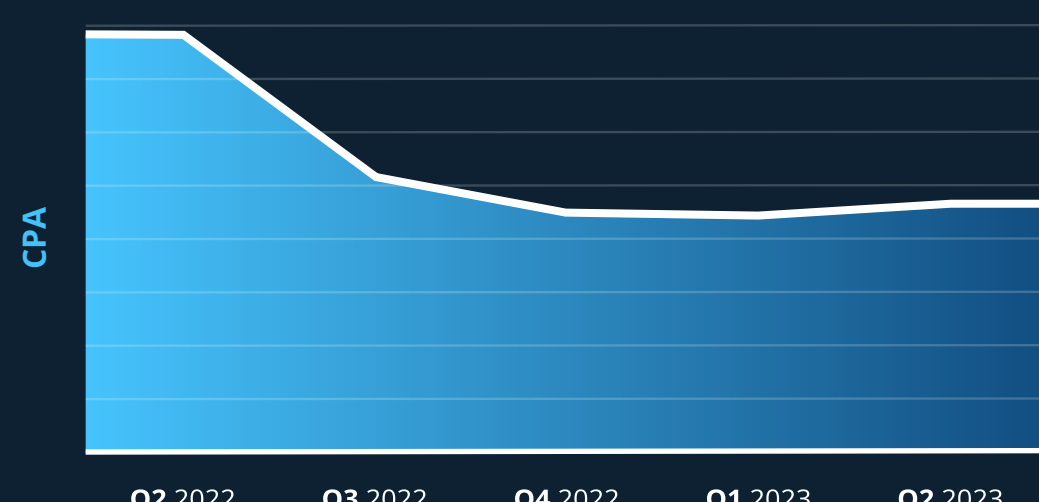
40% Decrease in Digital Budget



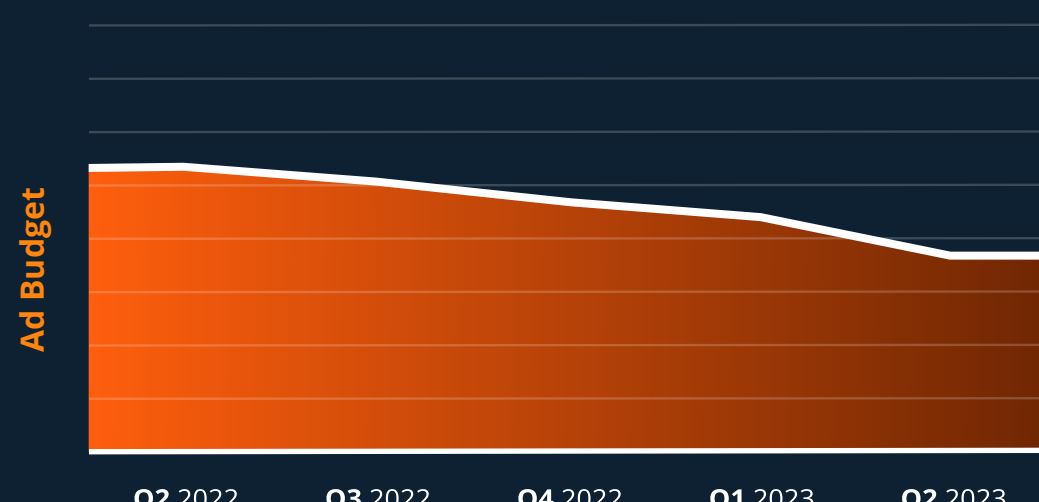
Legacy

Dramatic savings over the first two quarters were sustained and incrementally improved.

40% Decrease in Digital CPA



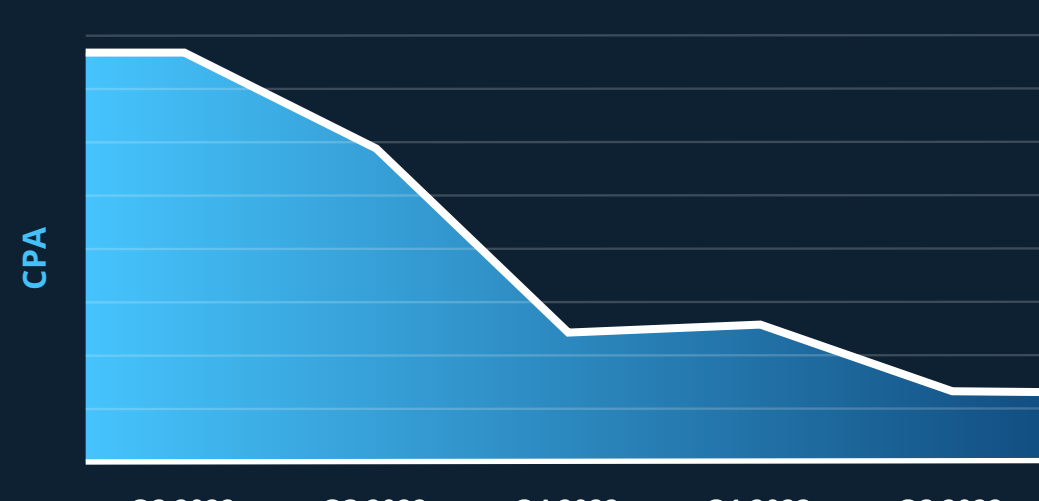
32% Decrease in Digital Budget



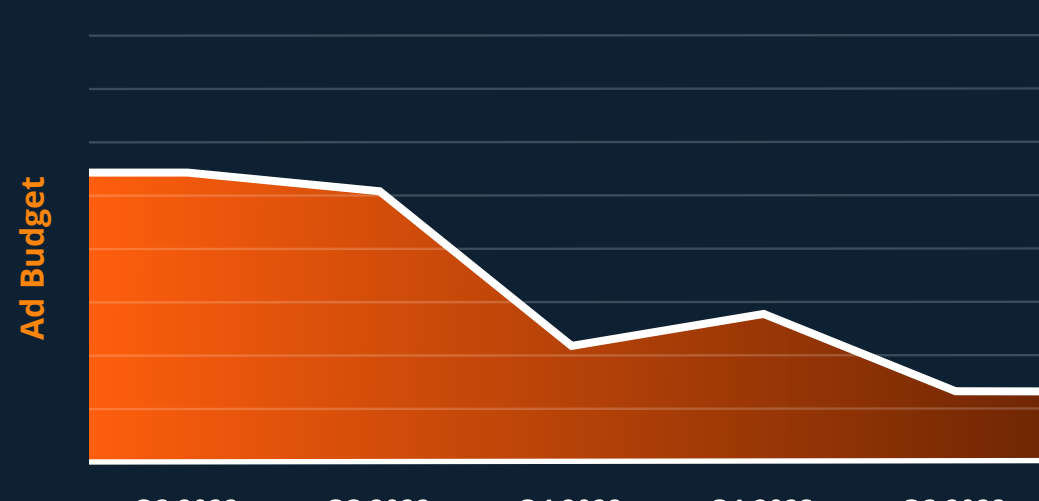
Denovo

Creating a repeatable onboarding workflow has proven to ease the pain of bringing on new practices.

73% Decrease in Digital CPA



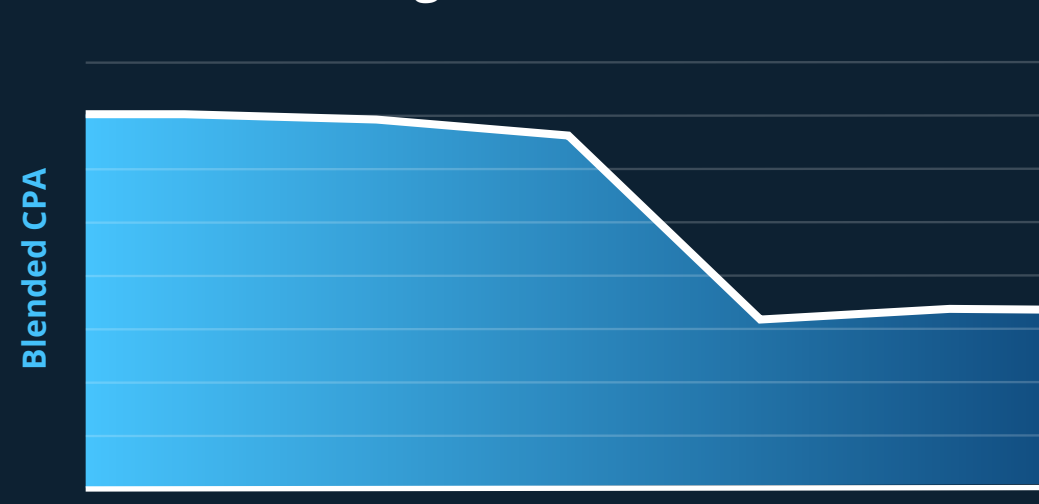
70% Decrease in Digital Budget



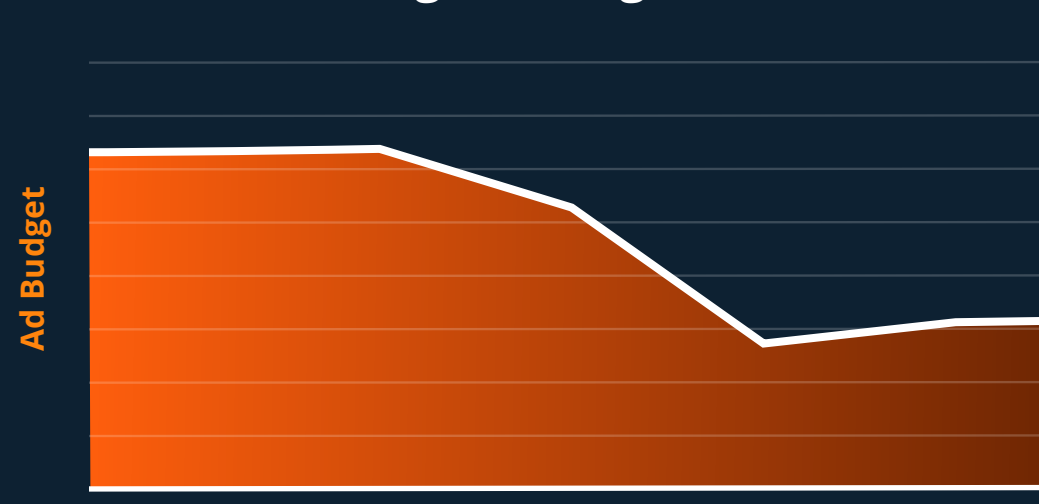
Acquisition

Purchasing an emergency dental brand required time to create a new playbook for ad optimizations.

48% Decrease in Digital CPA



51% Decrease in Digital Budget



“After having cycled through three agencies, we questioned if anyone was doing digital right...You guys followed through, it's been game changing for our patient acquisition and leadership decision making. Especially in the changing economic environment for DSO's.”



Emmet Scott
CEO, Community Dental Partners

RAISED IN THE TRENCHES OF SAAS MARKETING

Innovating Patient Acquisition for DSOs

Through the utilization of modern, attribution-based digital techniques, we have witnessed significant positive outcomes within the DSO industry, which traditionally had less emphasis on digital initiatives. Our Covert Framework has consistently delivered effective and replicable results in this sector.

If you are interested in improving the scalability and driving patient growth for your DSO, we encourage you to reach out to us. Let's have a discussion about developing your measurable digital patient acquisition systems.

BOOK AN INTRO CALL

