

## CASE STUDY: SUSTAINED GROWTH



### RIVER CITY DENTAL

KEVIN YEAGER DDS

*"I didn't realize how better management of my marketing efforts could simultaneously manage my patient flow and save me money."*

*—Dr Yeager*

### DR KEVIN YEAGER

#### **BACKGROUND:**

Dr. Yeager has owned a successful practice for several years. He has grown steadily, and has been consistently profitable.

For Dr. Yeager, marketing is mostly reactionary, when he notices that his appointment calendar is opening up, he will send out a direct mail piece and place an ad in a local paper and that will drive in new business and generally fill up his calendar. Because his efforts to bring in business through direct mail and local advertising seem to fill up the calendar, Dr. Yeager does not track the actual results of his efforts.

#### **CHALLENGE:**

This kind of reactionary marketing causes peaks and valleys in cash flow and hampers projections and the predictability of business. Combined with poor success tracking, it wastes cash resources.

#### **GOAL:**

Dr. Yeager wants a more even growth pattern and more predictability in his schedule and cashflow. He would also like to understand how much money is going toward marketing and the actual return he receives on his investment.

#### **SOLUTIONS:**

1) Dental Branding first worked with Dr. Yeager to educate him on brand and marketing principles, this gives us a common framework and language to work within. It also helped him to properly define his practice brand to build a proper messaging system for future marketing efforts. 2) We then worked with him to understand his growth goals and set a monthly marketing budget he could afford. 3) Next, we looked at his previous marketing efforts and current marketing commitments. 4) We developed a marketing plan for the next year that would moderate his growth and monthly patient flow. 5) We set a system in place to track results, and make adjustments to his marketing plan to keep everything on target.

#### **RESULTS:**

Dr. Yeager now spends less on marketing, and markets more consistently.