

CASE STUDY

PETER FAMILY DENTAL

THE OBJECTIVE

Instead of continuing to pay substantial sums to insurance companies in the form of write-offs, Dr. Peter transitioned his practice entirely to a fee-for-service model. This move led to a decrease in patient appointments. He initially managed his digital marketing but struggled due to limited resources and time. To address this, Dr. Peter needed a better marketing strategy to attract quality patients and keep his schedule full.

DOUBLING NEW PATIENT COUNT WITH GARGLE'S AD AGENCY



THE OVERVIEW

Dr. Peter wanted to make a change. Instead of paying insurance companies thousands of dollars in write-offs, he shifted his practice to be fully fee-for-service. As expected, his patient count began to drop as he was no longer in-network with insurance providers. To increase new patient flow, Dr. Peter knew he needed to take a different approach and reallocate the money he was previously spending on insurance and invest them into his marketing strategy. Dr. Peter previously tried marketing, but it never really worked for him. Managing his digital marketing proved to be not only time-consuming but ineffective. Prior to Gargle he also hired a marketing company to run digital campaigns for him, but he said it seemed like they "took my money, and I wasn't sure if they were doing anything with it."

Feeling discouraged, Dr. Peter knew he needed to collaborate with a company that has a history of expertise and transparency. He remembered that Dental Marketing, the company he had previously worked with for postcards, was closely partnered with the digital marketing company Gargle. He knew that Dental Marketing was a quality company with quality products, so he had trust in Gargle from the start.

After collaborative discussions, Dr. Peter and his team at Gargle developed a strategy specific to his practice. Since Dr. Peter no longer relied on insurance companies to drive patients to his office, he had a lot of same-day appointments available. He worked with Gargle to run Google and social media ads targeting "same-day" or "emergency" patients who couldn't get into their dentist for weeks. He also wanted to target someone looking for the RIGHT dentist. Dr. Peter approaches each patient differently and wants to ensure he has plenty of time in the appointment to get to know the patient and develop a relationship. He tried to attract patients that he could build a strong connection with.

As a result of Dr. Peter's strategic approach to advertising, his practice went from seeing 20 new patients a month to **40 new patients a month in less than a year!**



PROBLEM

Dr. Peter shifted from accepting insurance plans to a fully fee-for-service practice. Because of this, his schedule experienced a major drop. Dr. Peter decided to invest the money he was spending on insurance write-offs into social media advertising to help target his ideal patient.



SOLUTION

Dr. Peter teamed up with Gargle to run Google and social media advertising that targeted same-day emergency patients, along with the patient personality that matched his practice. Gargle created a strategy, designed the ads, and managed the results so that Dr. Peter was able to focus on taking care of his patients.



RESULTS

Utilizing the strategy and tactics put into place by the Gargle team, Peter Family Dental went from 20 new patients a month to 40 new patients a month, a 100% increase in new patients in less than one year.



THE BENEFIT

Working with Gargle showed Dr. Peter that **online advertising** can be very effective and impactful if it is done right. Utilizing the targeted advertising strategy Gargle implemented, custom for Peter Family Dental **increased his quality patient numbers**. He compared the Ad Agency product to a faucet, where he could increase or decrease the number of new patients he was getting depending on his schedule. Dr. Peter could now step back and focus on dentistry while Gargle managed his patient flow.

THE TAKEAWAY

Peter Family Dental's transformation with Gargle highlights the importance of finding a transparent marketing partner who will work with you to help you reach your goals. Dr. Peter found trust in Gargle due to the expertise of the team transforming his patient flow and creating a schedule that worked best for him by using strategic and custom online advertising. With the implementation of strategic advertising, Dr. Peter saw a 100% increase in new patients a month in LESS THAN A YEAR.

“What I really like about Gargle is that they send me reports that show exactly what is happening and what's being done... There is a lot of communication, which is important. These reports show me that something is going on, which is really important to know. Gargle isn't just taking my money, hitting play, and not doing anything. There is a constant focus on the practice and what we are doing.

- Dr. Peter of Peter Family Dental

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