



## Case Study: 10 Years to the top 1%

### Edwards Dental Arts

*Exclusive Dental Revolution Member since 2007*

#### Doctor's Objectives

Edwards Dental Arts\* engaged as a member of Tyson Steele's Dental Revolution in early 2007 with two lofty long-term goals:

- Build the ultimate high-end practice in a blue collar area
- Increase profits and take-home pay
- Significantly reduce doctor work days

#### Challenges

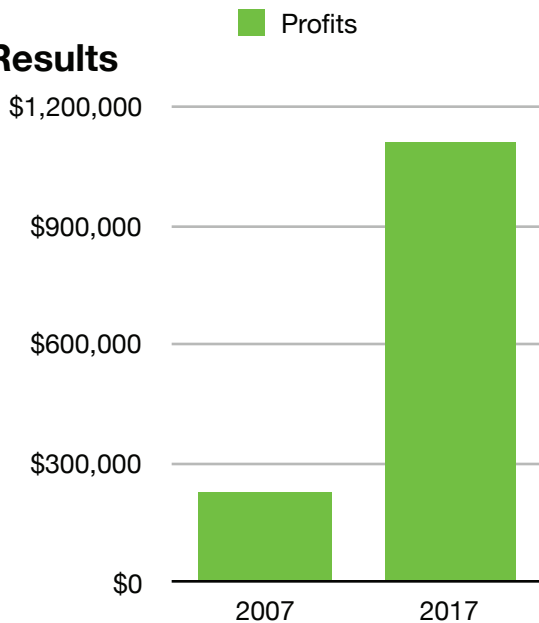
Dr. Edwards' passion was for "cutting edge" clinical dentistry and technology. Yet he found himself owing a practice with a rundown facility in a blue collar town with a limited supply of ideal patients or team members. On the advice of his successful dentist father, he decided to stick it out and embark on a decade of self discovery to build one of the nation's top dental practices.

#### Strategy

An initial analysis and regular 360-Reviews defined areas of focus, including:

- Team training and leadership development for Dr. Edwards
- Establishment of a new contemporary brand identity
- Strategic direct mail campaigns targeted to the working class community
- Development of a highly effective "online reviews" campaign
- Starting an in-house subscription patient membership club for cash patients
- Greatly increasing community awareness of "ideal dentistry" (esp. implants)

#### Results

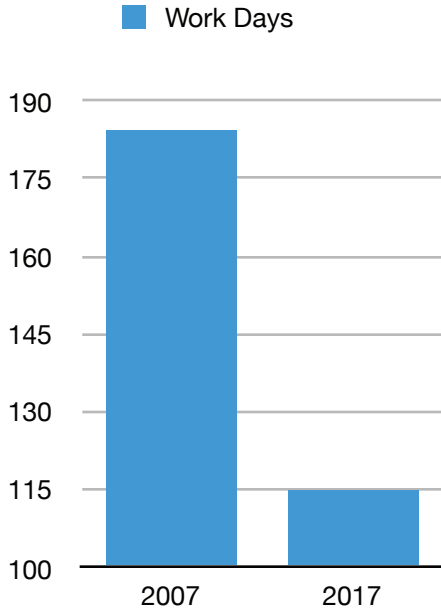


# + \$879,000

**increase in annual pre-tax profits**  
(Note: profit increase is NOT a typo.)

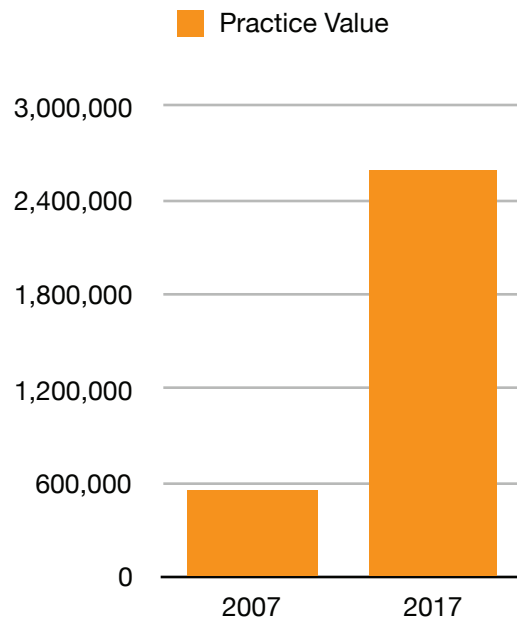
*“Working with Dental Revolution has been a steady process of adding fuel to the fire. As we grow, we keep upping our business development and marketing. We have nothing but rave reviews about these guys. They have helped us build a strong brand and consistent growth over the last 10+ years.”*

- Edwards Dental Arts



**+ 69**  
*additional free days (full days off)*

**+ \$2,048,000**  
*increase in estimated practice value*



• Doctor names have been changed to protect their privacy. All case study statistics and member statements are factual and confirmed. Actual identity may be verified to prospective Dental Revolution members by speaking with a Dental Revolution representative upon approval of the doctor featured in the case study.