



## Case Study: 3 Years from Good to Great

### Dr. Orson Davis

*Exclusive Dental Revolution Member since 2015*

#### Doctor's Objectives

Dr. Orson Davis\* engaged as a member of Tyson Steele's Dental Revolution in early 2015 with the following primary long-term goals:

- Increase practice profits and take home pay
- Improve quality of life in the practice
- Become debt free by age 45 (within 5 years)

#### Challenges

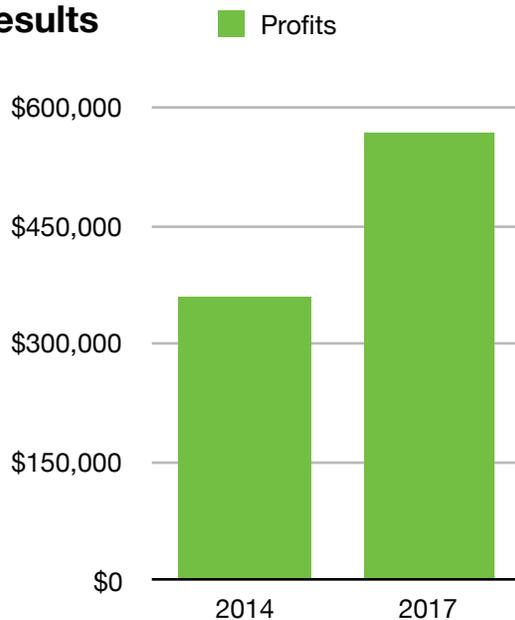
Dr. Davis purchased a strong practice in a small town in 2004. Although the area was surprisingly competitive, the practice maintained good levels of revenue and profitability over the next 11 years. However, Dr. Davis was dissatisfied with “good” and wanted to make the practice “great” — So after trying multiple consultants and marketing firms, he turned to Dental Revolution to help develop a winning strategy.

#### Strategy

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

- Leadership development for Dr. Davis
- Increased regional web presence (new website, Google visibility campaign)
- Strategic direct mail campaigns to unreached patient groups
- Launch of an in-house subscription membership club for uninsured patients
- Establishment of Dr. Davis as the regional “goto” doctor for dental implants

#### Results

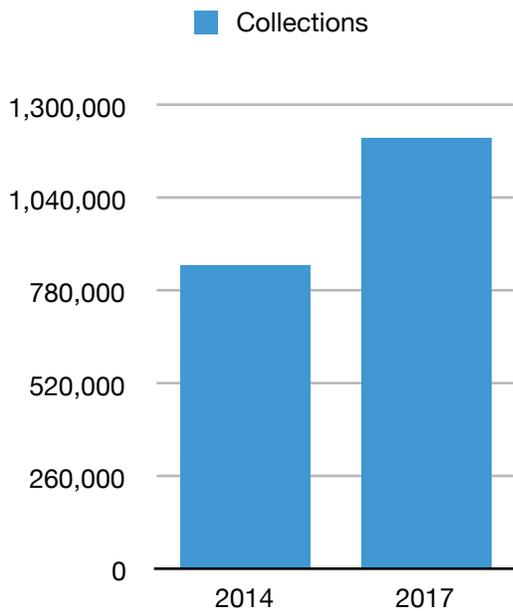


**+ \$210,000**

*increase in annual pre-tax profits*

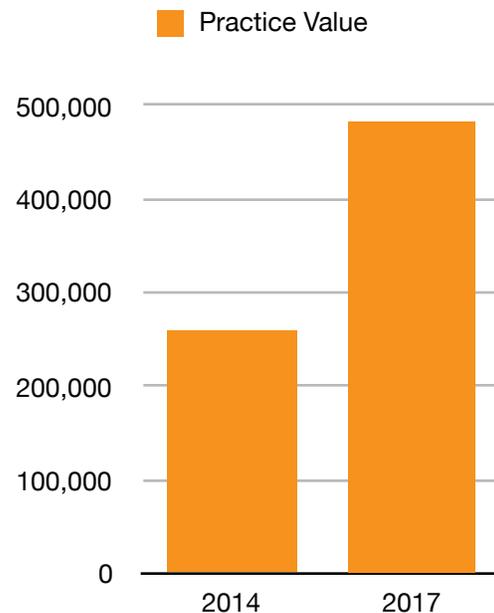
*“A word of caution: take the long view! The only real growth in any aspect of life, in my opinion, comes as a result of steady and continual effort. In terms of the day-to-day, the Dental Revolution team will provide you with great tools and do a lot of the work for you. However, like anything that is truly sustainable, you will have to work. You need to be willing to lead your team and focus on changing a few fundamentals in your practice. These changes are surprisingly simple, but must be done purposefully and consistently. My growth in profit is awesome! Actually, I really call it miraculous. What a blessing.”*

- Dr. Orson Davis



**+ \$356,000**  
increase in annual collections

**+ \$225,000**  
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.