



Case Study: 8 Years to PPO Freedom

Thomas Dentistry

Exclusive Dental Revolution Member since 2009

Doctor's Objectives

Dr. Sarah Thomas* engaged as a member of Tyson Steele's Dental Revolution in late 2009 with two primary long-term goals:

- Drop PPOs (90% of patients)
- Work less, reduce stress, and earn more per patient

Challenges

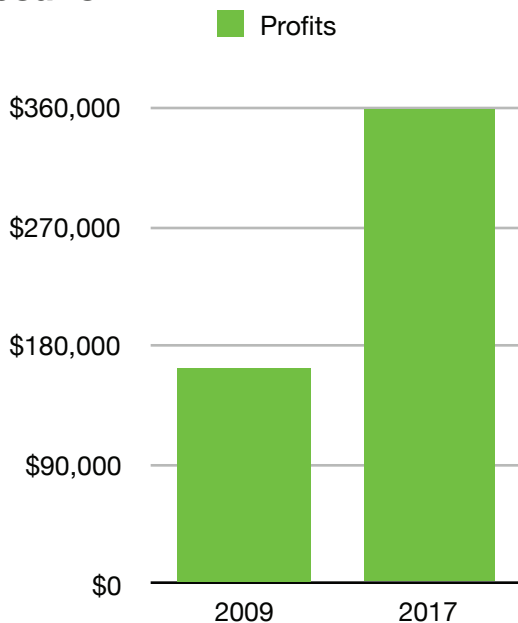
Demographics in the practice location skewed strongly toward low income, PPO-driven patients, a challenge exacerbated by the recession and housing crisis of 2009 which greatly impacted the local area thru 2013. Team dynamics and habits made the process of “change” particularly difficult.

Strategy

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

- Team training and leadership development for Dr. Thomas
- Targeted big case marketing (specifically dental implants)
- 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 a more unique brand identity

Results

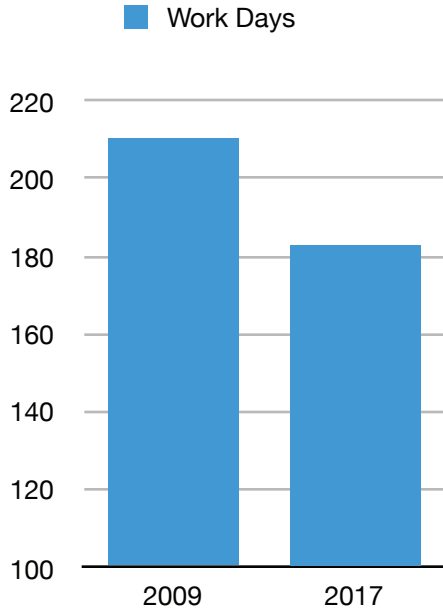


+ \$195,000

increase in annual pre-tax profits

"I'm happy to say that on February 15, 2018 I dropped my last PPO (Delta) and now we're 100% fee-for-service! A colleague just asked me how I did it and my short answer was: Tyson Steele's Dental Revolution! I constantly brag about Dental Revolution and how you guys have so significantly helped my husband and I out with our goals."

- Dr. Sarah Thomas

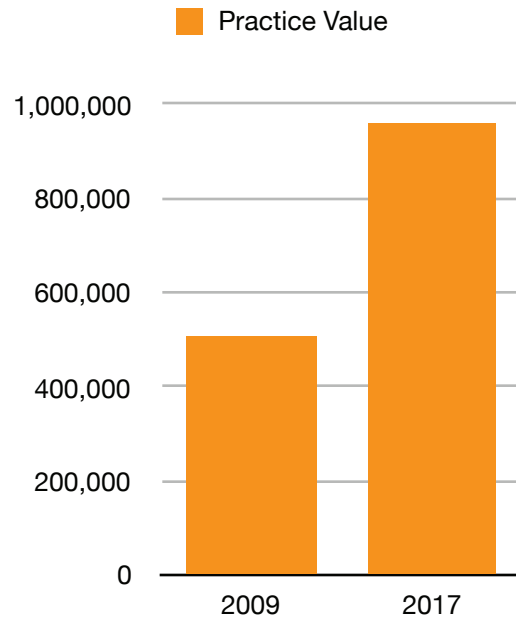


+ 27

additional free days (full days off)

+ \$457,000

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.