

Billings Oral and Maxillofacial Surgery: *A Case Study*

Broadening Horizons Across Multiple Locations

Since the inception of the partnership with Specialty Dental Brands, Billings Oral & Maxillofacial Surgery has seen steady growth and expansion across its four locations. The practice, with two oral surgeons, operates between Billings and Northern Wyoming, serving a wider community than many of their contemporaries. This strong presence has made way for significant gains.

Enhancing Capabilities Through Partnership

Partnership with Specialty Dental has facilitated a significant swell in practice operations, assisted by the incorporation of modern technology and services. Renowned for its expertise in trauma surgery, the practice has seen further enhancement of its capabilities through Specialty Dental Brands' internal HR and Marketing pillars. Currently, their practices are operating at a **32.8% average profit margin** in 2023, reaching a **one – month high of 45%**.

Improving Patient Communication and Engagement

Besides enhancing patient communication platforms and garnering positive patient reviews, the collaboration's digital realm achieved impressive results: generating **300+ leads from online advertising** since onboarding in April 2022 including a **30% surge in site traffic** and an outstanding **150% increase in site conversions**. Specialty Dental Brand's digital marketing team assisted the practice with driving significant growth in their number of online reviews, highlighting the group's 4.77 to 5.00 range for patient reviews.



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Revenue Cycle Management and Consistent Productivity

Early integration with Specialty Dental facilitated Billings OMS's revenue growth. Notably, the partnership's ongoing value is underscored by the revenue cycle team's impactful training, including recent coding guidance, contributing to an **exceptional 107% Net Adjusted Collection rate**. Though challenging to quantify in a short timeframe, this training contributed to the practice's

remarkable Net Adjusted Collection rate of 107%, showcasing effective revenue management strategies. Despite operating with one fewer doctor, the practice's sustained productivity underscores the resilience and efficiency bolstered by the revenue cycle team's insights, solidifying their crucial role in the practice's ongoing success.

Recruitment and Talent Acquisition

Moreover, the recruiting department has proven to be a significant asset, successfully attracting talent to the areas, despite potential challenges.

From The Practice

“The Training and Support that Billings Oral Surgery received from the director of Revenue Cycle Management was extremely valuable. We were given tools and education to improve our coding and claims submission processes which will result in increased revenue. We now have a direct link to experts for all of our RCM needs.”

Cultural Alignment and Future Growth

The partnership's foundation is strongly rooted in the alignment of leadership, culture, and the operational model, with both practice leaders and doctors recognizing and appreciating the supportive working relationship. Looking ahead, the partnership foresees continued positive momentum and further growth. A promising upcoming win is the launch of new leadership academies, which symbolize the commitment to continuous learning and professional development within the practice.

The success story of Billings OMS and Specialty Dental Brands illustrates how strategic partnerships can facilitate growth, operational efficiency, and foster a culture of shared vision and mutual support.