

# Roos Orthodontics: *A Case Study*

## **Introduction: The Partnership Genesis**

Roos Orthodontics, led by Dr. Bryan Roos, embarked on a partnership journey with Specialty Dental Brands in May 2022. Seeking a business-minded partner to fuel scalability and growth, Roos Orthodontics found the perfect fit in SDB. They were drawn to the wealth of expert doctors SDB partners with and the exciting potential for cross-pollination of best practices.

### **Operational Transformation**

After establishing relationships, SDB came together with the practice and identified all areas of opportunity and efficiency. One of the standout successes was schedule optimization, a critical aspect in any healthcare setting. The Office Manager (OM) has also gained increased ownership and influence over operations, elevating their role to steer the business. This shift allows Dr. Roos to primarily concentrate on delivering exceptional patient care.

### **Technological Advancements**

While Roos Orthodontics was already advanced with technology, the partnership with SDB has offered more visibility, especially in data analysis and metrics. This change offered greater access to data, empowering Roos Orthodontics to harness its full potential. These valuable insights have been instrumental in identifying opportunities for growth and efficiency.

## Enhanced Marketing Strategies

Partnership has been instrumental in reshaping marketing for Roos Orthodontics. Previously, Roos Orthodontics heavily relied on word-of-mouth marketing and their remarkable reputation in the community. By strategically implementing additional tactics from SDB's marketing toolkit, Roos Orthodontics achieved a staggering **291% surge in digital leads**, connecting with a wider audience and attracting more potential patients than ever before. In addition, Roos Orthodontics also implemented SEO enhancements and incorporated consumer casual video ads, boosting their online visibility with a **36% increase in site traffic**, and delivering a substantial reduction in cost per lead savings, all while attracting quality leads.



**291%**

surge in digital leads



**36%**

increase in site traffic

## Record-Setting Growth

This past year, Roos Orthodontics set new records, with growth numbers off the charts. May 2023 saw a growth of almost 20 additional starts from the previous year, with the same number of doctors. Top-line revenue grew by nearly \$100k, outperforming the budget by \$176k, a growth of 35.2%. Notably, this growth was achieved without a corresponding increase in labor costs, underscoring the effectiveness of SDB's operational efficiencies.

## Looking Ahead

The future holds exciting growth potential as Roos Orthodontics continues to delve deeper into the marketing component of their partnership with SDB. Further potential for growth lies in finalizing the trifecta: finding pediatric and OMS partnerships to complement and feed into Roos Orthodontics.

## Conclusion

The partnership between Roos Orthodontics and SDB has yielded substantial benefits, with growth, efficiency, and compliance as standout areas. It has been a validation of SDB's approach - to trust the doctors to do what they do best while focusing on ensuring business operations run as efficiently as possible. Roos Orthodontics continues to experience one good month after the next; a testament to the strength of the partnership and the bright future ahead.