

# Smart Pediatric Dentistry: *A Case Study*

## Introduction: The Partnership Genesis

On March 18, 2022, SMART Pediatric in Pleasant Grove, Provo, Spanish Fork, Vineyard, and Saratoga Springs, Utah embarked on a transformative journey, forging a partnership with Specialty Dental Brands (SDB). This strategic alignment, motivated by the prospect of joining a rapidly expanding group while preserving their operational approach, marked a significant milestone for the practice.

### Performance Trajectory: Before and After Partnership

Even prior to the partnership, SMART Pediatric boasted an impressive performance track record. The initial transition presented learning curves, but the practice's partners remained steadfast.

Collaborating harmoniously with SDB, they drove the practice forward, maintaining the same vigor as when it was solely their enterprise.

### Operational Metrics: A Snapshot



Over the past year, SMART Pediatric has achieved a remarkable average profit margin of **\$35,100**, with some months peaking at an impressive **\$42,500**.



With five high-volume locations under their umbrella, SMART Pediatric holds a prominent position in pediatric dental care.

## Collaborative Impact: The SDB Advantage

A standout benefit from SDB's involvement has been enhanced access to Oral Maxillofacial Surgery (OMS) specialists. By partnering with Dr. Parker Shiffler from Aspire Surgical, who now serves two SMART locations monthly, the practice efficiently handles wisdom teeth cases in-house, eliminating the need for external referrals.

### By the numbers:



Wisdom teeth cases handled: Approximately 20 per day, translating to around **\$60,000** in additional monthly revenue.



Transitioning to SDB's preferred dental supply provider has led to an average monthly savings of approximately **\$25,000** across all five locations.

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## Distinctive Practices and Continued Growth

Prior to their partnership, SMART Pediatric's networking practice included setting annual goals for their nine doctors to conduct 10 referral source lunches. This deliberate effort to cultivate relationships ensured

sustainable growth. With SDB's partnership, such initiatives have seamlessly integrated into the operational plan, reinforced with budgetary provisions to not only retain but expand the patient base.

## Conclusion: Commitment Bolstered by Partnership

The heartbeat of SMART Pediatrics is their unwavering goal of providing best-in-class pediatric dental care to the greater Salt Lake City area. This Dedication, combined with the resources and expertise brought in by SDB, has propelled SMART Pediatric on a trajectory towards excellence in pediatric dental care for the greater Salt Lake City area.