
90-DAY CORNERSTONE RESULT

142 implant consultations in 90 days. Moving past the price shoppers.

How a dental implant center stopped competing on the cheapest tooth in town and started booking \$4,000 cases at \$185 apiece, with price-shopping calls down 40 percent.

PRACTICE

Dental implant center

ENGAGEMENT

18 months, ongoing

PERIOD MEASURED

First 90 days

INSTALLED

All three parts

THE RESULT IN ONE LINE

142 qualified consultations booked in the first 90 days	\$185 cost per booked consultation, against \$250 before	8.5% conversion rate on restorative search traffic	65% impression share on high- intent restorative keywords
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The practice started against a local baseline where a standard dental click runs upwards of \$12, and still brought its cost per booked consultation down to \$185.

The important result is not that the ads generated phone calls. Dental implants are a major medical and financial decision, which means a high volume of calls turns into a high volume of unclosed, price-shopping leads whenever the message and the intake process are not aligned. That is why this result has to be read through all three parts of the Cornerstone.

The Cornerstone is one complete 120-day installation with three connected parts: a reason patients choose the practice, a way to see how quickly the patient investment is recovered, and written next steps the office can actually run.

— BEFORE THE WORK

The front desk was answering the wrong phone call all day.

An established local clinic with excellent clinical outcomes, and marketing stuck in a commodity loop.

The practice was running generic Google Ads promoting "Affordable Dental Implants" and "Free Consultations." Because the website and the ads sounded exactly like the corporate dental chains down the street, patients treated the practice like a commodity. The front desk spent its day on callers asking how much for a tooth, who hung up and called the next dentist on Google to find a cheaper price.

What the practice needed was not more calls. It was patients who valued clinical trust over the lowest number they could find.

PART 1 OF 3

Give the patient a reason to choose this practice

To hit a sub-\$200 cost per consultation on a \$4,000 procedure, the practice could not lean on "gentle care" or "affordable price." We had to find a clinical or operational reality the corporate chains could not easily copy.

WHAT CHANGED AFTER THE MESSAGE WAS APPLIED

Patients were given a promise of absolute financial transparency and an immediate visual result, so the practice stopped competing on the lowest price. Price-shopping calls dropped by 40 percent, high-intent and financing-ready leads went up, and the conversion rate reached 8.5 percent.

THE BRAND ANCHOR INSTALLED

"The city's only implant center offering a true all-inclusive flat fee with a 3D digital preview of your new smile on your first visit."

Installed across the practice's landing pages and every search campaign.

Show how quickly the patient investment is recovered

The advertising account supplied the acquisition numbers: 16,700 impressions, 1,670 clicks, an \$11.00 cost per click, and 142 booked consultations. To connect that to recovered cash, the financials were mapped against standard restorative dentistry unit economics.

WHERE THE MONEY LANDED

Of the 142 attended consultations, the treatment coordinator closed 42 cases, a 30 percent case acceptance rate. At a \$4,000 average single-implant ticket and a 50 percent gross profit margin, those 42 cases produced \$84,000 in gross profit. Because the practice secured financing or upfront payment before the surgical appointment, the marketing investment was recovered inside 14 days.

AD SPEND, 90 DAYS	\$26,270
CONSULTATIONS ATTENDED	142
COST PER CONSULTATION	\$185 (was \$250)
CASES CLOSED	42, a 30% acceptance rate
AVERAGE CASE	\$4,000 at 50% gross margin
GROSS PROFIT PRODUCED	\$84,000
ACQUISITION RECOVERY TIME	14 days

After all three parts were operating, the practice recovered its patient investment in 14 days. The monthly reading identified transparent flat-fee messaging as the most profitable segment to scale.

Give every inquiry a next step

142 consultations for a \$4,000 procedure is only profitable if the front desk answers the phone, schedules the patient, and gets them through the door. High-ticket dental patients need real nurturing, and none of it can depend on somebody remembering to do it.

WHAT WAS INSTALLED

- 01
- Rapid intake protocol**
Any web form submission triggers an automated SMS inside two minutes with a direct link to the clinic's scheduling portal.

WHAT HAPPENED

The structured intake protocols ended the ghosting problem. The financing pre-approval link raised same-day case acceptance by 15 percent, which is a direct contributor to the \$84,000 in gross profit.

02

Financing pre-approval

The appointment confirmation carries a soft-pull pre-approval link, so patients arrive already knowing their monthly payment.

03

Unaccepted treatment nurture

A 30-day follow-up track in the practice management software for anyone who consults and leaves without accepting, built around clinical FAQ videos.

THE CONNECTED OUTCOME

Three parts, and each one carrying the next.

THE REASON

The transparent flat fee and the 3D preview gave patients something specific to choose, which drove the 8.5 percent conversion rate.

THE NUMBER

Targeted restorative campaigns brought the cost per consultation to \$185, turning \$26,270 of spend into \$84,000 of gross profit.

THE NEXT STEP

Treatment coordinator training and automated financing workflows gave the practice the capacity to turn consultations into paid surgical cases.

OWNER'S VIEW

"We used to dread picking up the phone because it was always someone asking for our cheapest price. By changing what we promised before they ever called, and putting a real system in place to follow up, we are finally doing the restorative dentistry we actually enjoy."

DR. BECKER • OWNER, DENTAL IMPLANT CENTER

More traffic is useful when the practice is ready for what happens next.

A reason to choose the practice. A number that shows how quickly the patient investment is recovered. A next step for every shopper the advertising produces.

Those three connected parts are the Cornerstone. The advertising comes after them, when there is somewhere for every click, call, and visit to go.

Next step. Bring one period of advertising spend, your case acceptance records, gross-profit figures, and the dates the money arrived in full. We'll show you what can be measured and what is still missing.

Book the 15-minute call: neovora.com/schedule