



[CASE STUDY]

West Coast DSO is Thriving Due to Combining Their Marketing Agency with Patient Prism’s Call Analytics



Dr. Barouir Deirmenjian’s DSO has been acquiring dental practices at about a rate of two per year and now owns eight different brands and 25 locations around the greater Los Angeles area. His original flagship brand is Smiles West, and all locations will soon be under the Smile West banner.

Dr. “Barry’s” corporation, B. Deirmenjian & Affiliates (a.k.a., Smiles West), has been on the INC 5000 list and INC 500 in California. His vision is to serve patients of all ages, from all backgrounds, and from every walk of life. The DSO’s specialists, general dentists, hygienists, assistants, and benefit coordinators offer the complete range of dental services.

They are dedicated to making dental care affordable and rewarding, so that individuals have “a reason to share their smile.”

The Problem

Marketing Director, Sherri Paxton, wants to make sure the performance of their front desks and call center is improving and maintaining a high level of scheduling patients. It’s by monitoring the quality of their call conversions (both for new patient acquisition and meeting the needs of existing patients) and then striving for higher performance, that she can lead the DSO in accomplishing **five major goals**:

1. Full utilization of their teams and operatories
2. Meeting the demand of Southern California’s citizens for affordable dentistry
3. Maximizing and limiting their marketing budget
4. Sustaining profitable cash flow
5. Continuously acquiring dental practices that are good fits for their DSO model

The Solution

Sherri has a passion for tracking KPIs including marketing attribution, call conversion, collections, and revenue. She uses SMC National, Patient Prism, and Jarvis Analytics. And she doesn’t just use them. She maximizes their usage. She is constantly examining the performance of each location.

“I’m on a campaign now to get our practice managers and doctors to watch Patient Prism’s dashboard, become engrossed in the data, and think proactively about how to lead their teams to higher performance,” says Sherri.

“I don’t need to be the only one managing by the numbers. They can do it daily and easily for their own practices.”



Sherri Paxton
Marketing Director
Smiles West
sherri@drbarrycorp.com

The Solution (cont.)

From month to month, she is on top of their numbers and spots problems that need resolution. She digs deep into the data, consults with other industry experts, and sets realistic goals for their location managers to solve issues and bring up their numbers.

What she absolutely loves about Patient Prism is its robust metrics and easy-to-read, intuitive dashboard – and the RELO alerts that Patient Prism's AI sends them to re-engage lost opportunities. The AI does it for them with such accuracy, she only listens to specific calls to get to the bottom of why certain RELO alerts are happening. Callbacks based on RELO alerts are successfully and significantly helping them meet the five goals listed above.

"There is another aspect of Patient Prism that is of enormous importance," says Sherri. "That's its analytics on existing patient call conversion. We have two markets to serve to the best of our ability. One is new patients and the other is existing patients. Patient Prism is recording and tracking our existing patient calls as well as new patient calls. When I listen to failed calls with existing patients, I discover a different set of issues to be resolved, and then I can immediately work with the location managers to fix those problems."

She finds pairing SMC with Patient Prism the perfect combination for training call center and location-specific front desk team members in how to converse with callers and what not to forget to mention, such as their in-house dental plan, financing for extensive dentistry, and mission to make dentistry affordable and accessible. But those are just simple examples of what collectively is driving up revenue.

The Results

When SMC National invited Sherri Paxton to be a pilot client using Patient Prism, she immediately said yes. The initial goal was to provide Sherri with the more robust data only Patient Prism's AI could provide. **She quickly learned the data more than met expectations, and the RELO alerts were a gold mine.**

Patient Prism onboarded nine locations in October of 2021, and 19 of their locations are now live with Patient Prism.

In October, when they started, they were converting new patients at 84% but had over \$52,000 in lost estimated revenue. In the first 5 months of having Patient Prism, 51 new patients were recovered from RELO alerts, they had a follow-up success rate of 27%, and have generated over \$162,000 in estimated revenue by completing follow-ups.

Sheri reports that their Patient Prism ROI in March of 2022 was over 1,800%! Digging into the numbers she knows some locations are pulling up their call conversion rate more than others. This is something on which she is proactively working. And she looks at the 27% conversion success from callbacks and knows from the experience of other DSOs using Patient Prism that their RELO conversion rate can be at least doubled. She is aiming for tripled!

She is excited and pushing the front offices and call center to do callbacks, not just to new patient callers but also to existing patients. She knows the gains will multiply when performance climbs.

"When I first started working with SMC National, the thing I found the most fascinating was their approach to call conversion performance and accountability. Before then, even as I was pushing leads into my offices, I didn't really have a good metric to measure the conversion rate of how many leads became actual patients. SMC taught me how important it is to not just look at numbers, but to look at the right set of numbers. When they asked me to try Patient Prism out because it offered an even more robust set of features for call conversion tracking, I was happy to do it. Then I fell in love with Patient Prism, and within just a couple days I knew this solution had the potential to significantly increase my new patient conversions. The additional metrics for existing patients was just a bonus. I think once we get super comfortable using it and doing the RELOs and really utilize it to its full potential, it will be a game changer."

–Sherri Paxton, Marketing Director

[Schedule Your Patient Prism Demo Today - patientprism.com/schedule-demo](https://patientprism.com/schedule-demo)

