



Case Study: Walnut Creek Dentists

Walnut Creek Dentists is a long-standing private practice in Walnut Creek, California, that has served the community since 1954. By combining strong patient experience systems, AI-powered communication tools, and high-converting marketing, the practice consistently generated strong new patient growth and ROI while improving operational efficiency.

Business:

Walnut Creek Dentists

Leadership:

Dr. Jon Geleris & Dr. Ben Geleris

Target patients:

General dentistry, cosmetic, Invisalign, implants, and restorative cases

Challenges:

Walnut Creek Dentists already had a strong reputation in the community, but growth created new operational challenges behind the scenes.

- Needed better visibility into what marketing was actually producing
- Missed phone calls were limiting growth opportunities
- Front desk team became overwhelmed during busy periods
- Inconsistent call answering created lost new patient opportunities
- Needed systems that could support continued growth without sacrificing patient experience

Solutions:

SMC partnered with Walnut Creek Dentists to strengthen the systems behind their growth and help the practice convert more opportunities into scheduled patients and production.

- Implemented Trackable reporting and call analytics to provide full visibility into ROI, lead quality, and phone performance
- Added SMC's AI Receptionist to capture missed and after-hours calls and reduce front desk workload
- Reviewed phone calls and coached the front desk team to improve call handling and scheduling consistency

Results:

Walnut Creek Dentists combined strong operations, patient experience, and smart communication systems to generate impressive growth and efficiency.

- Consistently maintains around **800% ROI**
- AI receptionist booked **92%** of missed new patient calls in one reporting period
- Generated up to **97 leads in a single month**
- Averages roughly **60+ new patients/month**
- Increased answered call rate from roughly **45% to 70%+**

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One of the things that sold us on SMC initially, and that I think has continued to sell us, is the Trackable platform... It shows you what's working. You don't have to go digging to find that answer. That's what we've really appreciated about working with you guys.”

Dr. Jonathan Geleris, Walnut Creek Dentists

More New Patients. Better Conversion. Partner With SMC.

Book a free strategic marketing consult to find out if your practice is a good fit to partner with SMC and grow sustainably.

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