NORTHSHORE PATIENT GROWTH · CHICAGOLAND

Dental Growth — *Verified Case Snapshots*

Anonymized performance outcomes across suburban Chicagoland & U.S. clinical practices

Northshore Patient Growth
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$17.22	86.3%	70%	100%
GENERAL DENTAL CPL	**WASTED SPEND CUT**	**2-WAY SMS REPLIES**	**PRE-SCREENED PIPELINE**
74% below the $65 U.S. dental benchmark on tightly geo-fenced PPO ads.	Branded & junk search bleed caught via forensic audit and redirected to new patients.	High-ticket implant inquiries actively conversing via automated GHL follow-up.	Upfront PPO, cash, and credit-tier filtering before leads reach the front desk.

01 · CORE PRACTICE TURNAROUNDS (ANONYMIZED)

Verified from live Ad Accounts & GoHighLevel CRM pipelines

Suburban Chicagoland General & Cosmetic Practice

· PPO & Self-Pay Focus · 6-Mile Service Radius

+67% CLIENT BUDGET EXPANSION

THE LEAK DIAGNOSED

Prior agency ran broad statewide targeting and an unmonitored Performance Max campaign where **86.3% of search spend burned on branded/junk clicks**. Generic forms let non-reimbursing Medicaid/HMO inquiries flood the front desk.

INFRASTRUCTURE ENGINEERED

Locked Meta targeting to a tight 6-mile radius with **automated PPO/Self-Pay filtering**; replaced wasteful search with clean non-brand campaigns (+101 negative keywords) and a dedicated mobile landing page; trimmed CRM to a single-screen **6-stage GoHighLevel pipeline** with <60s front-desk SMS alerts and **A2P 10DLC + SHAKEN/STIR** approval.

VERIFIED RESULTS

- ✓ **$17.22 Meta CPL** (82 leads initial flight; 99 leads trailing 30d)
- ✓ **30%+ implant mix** generated organically from general ads
- ✓ Client expanded ad budget **+67% ($2.1k → $3.5k+/mo)**
- ✓ Closed high-value restorative cases (**$7k+**)

Midwest Full-Arch Implant Practice (All-on-X)

· $25k–$50k Surgical Cases · Multi-Channel

6.0X–9.9X EXPECTED PIPELINE ROAS

THE LEAK DIAGNOSED

High-ticket implant prospects cooled off rapidly in voicemail due to delayed manual callbacks, while frictionless lead forms attracted unfinanceable price shoppers who no-showed clinical consults.

INFRASTRUCTURE ENGINEERED

Built a dedicated 4-page conversion landing page with upfront **$50 consultation deposit framing** and cash/credit pre-screening; engineered daytime & after-hours **2-way SMS speed-to-lead workflows**; wired **Meta Conversions API (CAPI)** down-funnel on booked & closed cases; created front-desk phone scripts and a controlled $100/day split test.

VERIFIED RESULTS

- ✓ **70% 2-way SMS reply rate** from anxious implant leads
- ✓ **100% of Nov leads** pre-screened Cash or 640+ credit
- ✓ Unlocked first **all-cash full-arch buyers** & closed arches
- ✓ Zero wasted chair time via deposit & CAPI feedback loop

Enterprise Implant Audit ($35k–$40k/mo)

DIAGNOSTIC AUDIT · TX

Forensic campaign and demographic analysis uncovered **$4,700 trapped in learning phase** ($93–$125 CPL), 6-month-old stale creatives, 18-ad micro-budget dilution, and starved $16/day retargeting—pinpointing why clinical consult show rates fell from 40% to 12%.

HIPAA-Safe Clinical Acquisition Stack

COMPLIANCE BUILD · IL

Engineered a strict **zero-pixel / zero-GA4** patient intake domain, verified email authentication (SPF/DKIM), A2P 10DLC & SHAKEN/STIR approved telephony (recording off), 8-stage GHL pipeline, and **anonymous server-side offline conversion tracking**.

02 · THE ANTI-AGENCY MODEL (HOW WE WORK TOGETHER)

Built specifically for independent 1–3 location practices

01 · DIRECT SENIOR EXECUTION

Capped at 3 Active Practices

No handoffs to junior account reps or offshore buyers. Head Strategist Jamaal Baki personally builds and manages your ads, landing page, tracking, and GoHighLevel automations.

02 · TERRITORY PROTECTION

8-Mile Radius Exclusivity

We only partner with one general or implant clinic per local corridor—never running ads for a competitor down the street.

03 · FULL-STACK OWNERSHIP

Ads + CRM + Speed-to-Lead

Every engagement pairs high-intent acquisition with A2P-approved 2-way SMS, CAPI attribution, and front-desk intake scripts so leads actually sit in chairs.

COMPLIMENTARY 15-MINUTE AD & FUNNEL AUDIT

Want a second pair of eyes on your current ads and intake flow?

15-minute evening Google Meet (Tue / Thu / Fri 5:30–8:00 PM CT · Sat 9:30 AM–12:00 PM CT) or local coffee near Morton Grove & North Shore.

Book an Evening Audit
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All client names omitted to protect practice confidentiality. Verified platform screenshots available during live screen-share.