



Case Study: Chattanooga Dental Arts

Chattanooga Dental Arts is a boutique, family-owned practice in Chattanooga, Tennessee, led by Drs. Jancy and Daniel Parkerson. After years of blending two smaller general dentistry offices, they built their dream facility, a custom 12-operator practice focused on high-quality, fee-for-service care.

After moving into their new location, they partnered with SMC National to help align their operations, marketing, and growth strategy.

Business:

Chattanooga Dental Arts

Leadership:

Dr. Jancy Parkerson, Dr. Daniel Parkerson

Target patients:

Family and Cosmetic Dentistry

Challenges:

Here are some of the top challenges Chattanooga Dental Arts faced before partnering with SMC:

- **Outgrown** 5-operator building that capped patient capacity.
- **Needed systems** to maintain a boutique, patient-first experience while increasing new-patient volume.
- **Limited phone-conversion performance** for fee-for-service cases.
- **No formal process** for tracking or encouraging patient referrals.
- **Wanted to ensure new** marketing growth didn't overwhelm operations or compromise patient care.



"We were ready for growth but didn't want to compromise the patient experience that defines our practice."

Dr. Jancy Parkerson

Solutions:

Here is what we did to help solve their challenges:

• **Operational Planning:** Helped staff and systematize the new 12-op facility to support higher patient volume.

• **Referral Growth System:** Created consistent in-office prompts and team-wide referral incentives.

• **Phone Conversion Coaching:** Provided verbiage, call reviews, and front-desk training specific to fee-for-service patients.

• **Leadership & Culture Alignment:** Guided the team on incentive-based goals so that growth benefited everyone.



"I can't expect my team to work harder just so I take home more money. If we're going to grow, everyone has to win."

Dr. Jancy Parkerson

Results:

| Metric | Before SMC | After SMC | % Change |
|----------------------|---------------|-----------------------|----------|
| New Patients / Month | 15 - 20 | 50 - 70 (avg 73 peak) | +57% |
| Collections | 2023 Baseline | +32% 2024 YoY | +32% |
| Net Production | 2023 Baseline | +35% YTD | +35% |
| Patient Referrals / | 12 - 20 | 20 - 25 | +80% |

57%
increase in NP

32%
collections growth

35%
net production increase

20-25
patient referrals monthly

12
Operatories (new facility)



"SMC helped us connect marketing with operations. Now growth feels intentional, not accidental."

Dr. Jancy Parkerson



Watch Dr. Parkerson's Interview: [Fee for Service: From 15 to 75 New Patients](#)

More New Patients. Better Conversions. Real Growth.

Partner with SMC to build your next success story.

SCHEDULE A 15-MINUTE CALL