



Case Study: Smiles for Miles

Smiles for Miles is a family-owned dental practice outside Chicago. After partnering with SMC National, Dr. Jee Sun Kim and her husband doubled their new patients, increased production by 40%, and achieved nearly a 300% ROI in just one year. By combining culture alignment, strong patient experience, and data-driven campaigns, they turned a legacy practice into a high-growth, patient-focused business.

Business:

Smiles for Miles

Leadership:

Dr. Jun Soo Shin, Dr. Jee Sun Kim

Target patients:

Family and Cosmetic Dentistry

Challenges:

When Dr. Kim acquired the practice, she inherited a loyal patient base—but also decades-old habits.

- **Long-term staff** hesitant to change processes.
- **Patients attached** to the previous owner.
- **A marketing vendor** that only offered basic SEO and reporting.
- **Team overly focused** on insurance coverage instead of treatment value.
- **Underutilized operatories** and no clear referral system.



"The staff had been used to how things were done for decades... We had to gain their trust before making big changes."

Dr. Jee Sun Kim

Solutions:

With SMC's guidance, Smiles for Miles focused on operational readiness and a phased growth plan.

■ **Internal Alignment.** Defined mission, vision, and values. Introduced transparent metrics to get team buy-in.

■ **Five-Star Patient Experience.** Refined in-office flow with new-patient tours, warm greetings, and consistent team communication.

■ **Emergency Campaign Launch.** Implemented \$49 Exam + X-Ray campaign to fill unused capacity and attract new patients quickly.

■ **Financing Expansion.** Added Cherry Financing (alongside CareCredit), allowing patients to accept treatment faster—even sharing links before appointments.

■ **Phone Conversion Training.** Trained the front desk to convert calls in under a minute by simplifying conversations and focusing on patient needs.

■ **Referral & Review Campaigns.** Seasonal raffles and in-office review drives (like the Southwest gift card giveaway) boosted patient engagement and referrals.



"As long as we can get patients in, they'll love the experience. That's what builds loyalty."

Dr. Jee Sun Kim

Results:

The transformation was immediate and measurable.

40%

production growth
in 12 months

2x

new patients
year-over-year

300%

ROI on marketing

26

monthly internal
referrals (up from 0)

8

treatment rooms
utilized after expansion



"Once the team believed in the vision, everything started to click."

Dr. Jee Sun Kim



Watch Dr. Kim's Interview:
[Doubling New Patients with 300%](#)

More New Patients. Better Conversion. Partner With SMC.

Book your free strategic marketing consultation to see if your practice is a fit to grow with SMC.

SCHEDULE A 15-MINUTE CALL