EDISON

CASE STUDY

Full Schedules, Quality Staff, and the Kind of Trust You Can't Fake

How 303 Dental Group stopped worrying about their marketing — and started seeing it work.

PRACTICE
303 Dental Group

LOCATION
Highlands Ranch, CO

CLIENT SINCE
3+ Years

SERVICES
Full-Service Dental Marketing

THE PRACTICE

303 Dental Group is a multi-doctor, full-service dental practice in Highlands Ranch, Colorado. They offer everything from preventive care and periodontics to implants, cosmetic dentistry, and Invisalign — but what sets them apart isn't on their services list.

It's a family atmosphere built on long-tenured staff, honest care, and the kind of patient relationships that bring people back even after they've left for insurance reasons.

Dr. Amy Roberts leads the practice with a philosophy that's refreshingly straightforward: do good work, treat people well, and don't overthink the rest.

THE CHALLENGE

Before Edison, 303 Dental Group was working with another marketing agency — one that cost more and delivered less. Schedules had consistent gaps that were tough to fill, and the practice wasn't seeing the kind of steady new patient flow that a thriving multi-doctor office needs to sustain itself.

The marketing wasn't broken in a dramatic way. It just wasn't working — and that's almost harder to fix, because it's easy to accept.

THE APPROACH

Edison didn't come in with a flashy overhaul. We focused on the fundamentals: making sure the right people in Highlands Ranch could find 303 Dental Group, understand what the experience would feel like, and take the next step with confidence. That meant consistent digital presence, a steady reputation management strategy, and the kind of quiet, responsive attention that compounds over time.

No hype. No promises we couldn't keep. Just honest, consistent marketing built around who they already were.

WHAT CHANGED

The shift wasn't overnight, but it was real. The schedule gaps that used to be a constant concern disappeared. New patients started showing up — many of them saying they'd found the practice online or had been influenced by the volume of positive reviews.

But perhaps the most unexpected impact had nothing to do with patients at all.

The practice's growing review presence became a recruiting tool. Prospective staff members were reading the reviews before applying, and the strength of what they saw became a deciding factor. Dr. Roberts directly credits this with two quality hires — people who chose 303 Dental Group in part because of what patients were saying about the experience there.

That's the kind of value that doesn't show up on a standard marketing report. But it shows up in the practice every single day.

Schedules

From consistent gaps to 'can we get them in ASAP?'

Recruiting

Reviews became a hiring tool — attracting quality staff

Consistency

Steady new patient flow month after month

IN HER WORDS

> *We used to have holes in our schedule that were tough to fill. Now it's like — can we get them in ASAP?*
>
> — Dr. Amy Roberts, 303 Dental Group

> *I've been able to hire some really quality staff members because they looked at our reviews. The tipping point for them was the number of positive reviews we have.*
>
> — Dr. Amy Roberts, 303 Dental Group

> *People leave sometimes for insurance reasons, and then they come back. They realize what they had — every time they walk in somewhere else there's a new staff member, a new dentist. That consistency matters.*
>
> — Dr. Amy Roberts, 303 Dental Group

> *I'm not a number watcher. Our schedules are full, we're able to pay everybody, and I can take vacation. That's how I know it's working.*
>
> — Dr. Amy Roberts, 303 Dental Group

> *We see people coming in who say 'yeah, I heard about you' or 'I saw you online.' The review piece is huge — honestly, in ways you might not even think of.*
>
> — Dr. Amy Roberts, 303 Dental Group

THE TAKEAWAY

Dr. Roberts doesn't spend her time studying dashboards or dissecting attribution reports. She doesn't need to. She knows her marketing is working the same way her patients know they're in the right practice — because it feels right, and the evidence is everywhere.

Full schedules. Quality team members. Patients who stay. And a practice that gets to focus on what it does best.

That's what dental marketing should do. And that's what Edison is here for.

READY TO FINALLY FORGET ABOUT YOUR MARKETING?

Let's talk about your practice.

goedison.com

Honest about what works. Straightforward about what doesn't.
Responsive when you need us.