

Case Study: Summit Dental Implants – Quality-First Lead Gen System

Client: Summit Dental Implants (Australia)

Timeline: Nov 2024 – Present

Role: Growth Systems Architect / Funnel & Ops Lead

Platform: Meta (Facebook + Instagram) / CRM / Internal Team Ops

Total Ad Spend: \$114,864

Signed Treatment Value: \$2,077,921

Average Case Value: \$48,324

ROI: 18.1x (and still increasing)

Overview

Summit Dental Implants partnered with me to build a scalable patient acquisition system—one focused not on volume, but on signed, high-quality treatment plans that actually convert into long-term patients.

Over the course of 6+ months, we generated over \$2 million in confirmed treatment plan value from just under \$115k in ad spend, with a verified 18.1x return on investment.

This wasn't a one-off campaign. It was a structured system, engineered from the ground up to align ad messaging, lead scoring, follow-up cadence, and consult qualification—so that patients signed without hesitation.

The Strategy

I built a full-funnel performance system that targeted the right people at the right stage of the buyer journey:

Key Components:

- **JMVP Lead Scoring Framework**

A custom buyer psychology model that scored leads based on their stage in the decision process (Just, Moderate, Very, Perfect). Each stage received tailored messaging and lead form logic.

- **Authority-Based Ad Copy & Lead Forms**

Meta ads didn't just "generate interest"—they positioned Summit as the expert. We used pain-point hooks, qualifying logic, and conditional questions to build trust before the first call.

- **Consult Flow Control**

Only high-tier leads (V & P on the JMVP scale) were allowed to book phone consultations with a dentist. This created perceived exclusivity, respected staff time, and increased conversion.

- **CRM Integration & Alerts**

Each lead was tagged with a JMVP rating upon entry. Real-time alerts notified the team which tier the lead was in, helping them tailor communication and keep the system efficient.

- **Human-First Follow-Up**

Consults weren't high-pressure. They didn't need to be. One of the dentists said:

"All I have to do is shut up. They're ready to sign before I even speak."

That's what happens when the entire funnel speaks the patient's language—and earns their trust before the first interaction.



Results

- **Ad Spend:** \$114,864
- **Signed Treatment Value:** \$2,077,921
- **Average Case Value:** \$48,324
- **Treatment Acceptance Rate:** 83% (43/52)
- **ROI:** 18.1x and increasing (due to insurance/government delays in actual revenue collection)



My Role & Contributions

- Architected the full-funnel system from ad copy to close
- Designed and implemented the JMVP scoring model

- Built Meta lead forms, CRM routing logic, and qualification flow
 - Trained team members on interpreting lead tiers and customizing outreach
 - Advised on consult flow scripting and post-lead nurturing strategy
 - Audited and maintained attribution and reporting integrity
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Final Reflection

This system succeeded because it did three things most campaigns don't:

1. It prioritized quality over vanity metrics
2. It respected the buyer's journey and psychology
3. It empowered the team to operate with clarity and confidence

Whether you're scaling a dental group, medical practice, or any high-ticket service business—this model works. It's not a tactic. It's a framework.