

## The Story

In 2012, Keystone Dental Partners took its roots at Delafield Dental, with Dr. Christopher Potrykus initially joining as an associate, aspiring to acquire a practice from a retiring dentist. The remarkable success of this transition led to the continued acquisition of various dental practices when retiring dentists sought an exit strategy. The primary objective has always been to support retiring dentists, ensuring seamless patient and team care. Keystone's distinctive approach focuses on offering a traditional family dental practice rather than corporate dentistry. They currently own and manage 6 practices in southeast Wisconsin, with a team of over 130 members.

## The Goal

- Maintain high quality patient experience while offering the most **effective funding options** to increase case acceptance and **decrease practice fees**
- Increase **case acceptance** rate
- Use Cherry's tiered pricing, as Cherry allows multi-locations to **achieve pricing advantages** as a collective. Keystone aimed for Gold tier, which requires **\$30,000 in transaction volume**.

## The Cherry Solution

- Seamlessly integrate Cherry into **all locations**. To reach Gold tier, every practice location needed to **use Cherry consistently**.
- Offer Cherry as **first look pricing** to all patients.
- Ensure each Keystone practice has a proper talk track to offer **monthly payment options** from the first pre-approval opportunity to treatment recommendations.



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Cherry has been a **game changer** for our teams! Financial discussions are never easy in a dental office but with Cherry, our administrative teams are **now able to focus on dentistry** and leave financial decisions up to the patient and Cherry. The support we have received from the **Cherry team has been outstanding**.

They have been there for each office and team member from onboarding to everyday support.

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– Tammy, Regional Manager at Keystone Dental Partners



# Success Stories *with* Cherry

## The Results

- ✓ With a goal of reaching a collective \$30,000 in the first month to hit Gold tier, the team's combined efforts **reached \$50,000 in total transaction volume.**
- ✓ Keystone Dental Partners is now a Gold tier account through the rest of the year with **access to Cherry's lowest pricing.**
- ✓ As of July 2023, they have **reached over \$150,000** in transaction volume since joining Cherry in May.

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