



Dental Practice Growth Strategy

How to Scale Without Sacrificing Your Life

Strategic Success. Delivered.

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Why Growth Usually Means More Hours

Most growth advice focuses on one lever: more patients through the door. That makes the underlying problem worse if nothing else changes first. More patients means more decisions and more treatment plans, funnelled through the same person who was already stretched.

What Actually Needs to Scale Isn't You

A genuine growth strategy scales the practice, not the owner's personal workload.

At DWB, marketing sits fourth in our framework, deliberately, not first.

The Seven Fundamentals, In Order

1. Vision

2. Leadership and Team Motivation

3. Sales and Case Acceptance

4. Marketing and Brand Growth

5. Systems and Operational Efficiency

6. Financial Strategy and Profitability

7. Clinical Strategy

What Structured Growth Can Look Like

£1,000,000

A £100,000 rise in annual profit compounds into roughly £300,000 in additional operating profit and around £700,000 in added exit value at a 7x multiple.

Illustration based on DWB coaching case data

Where to Start

- Identify the one decision your team brings to you most often
- Check whether case acceptance holds without you in the room
- Build the 20-year, 10-year and 5-year plan before the next marketing spend



Growth That Protects Your Time, Not Just Your Revenue

Let's Talk About Protecting Your Time

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