



Case Study

Brandi Williams
Catalyst Dental Allies
Oklahoma



Managing Membership Plans at Scale

Catalyst Dental Allies, a 46-location DSO based in Oklahoma, wanted a better way to manage membership plans at scale. Catalyst's VP of Growth, Brandi Williams, partnered with DentalHQ to roll out a streamlined, supported, and highly accountable program across all locations.

THE RESULT

- Membership growth from **121 to 660+** members.
- **5x increase** in plan participation
- Stronger team training, engagement, and collaboration

Challenge

Managing membership plans across 46 unique offices while maintaining team engagement and patient focus.

Solution

Phased rollout and hands-on training supported by DentalHQ's Success Team and DSO dashboard.

Results

5x membership growth, increased production, and a culture of collaboration.

“Before DentalHQ, no one really talked about membership plans. Now, it’s part of who we are; it’s the Catalyst way.”

