

## 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."**