

## Case Study

Dr. Brett Wells, DDS

Loren Dental

Raleigh, NC

# Boosting Revenue with Whitening



**Dr. Brett Wells, DDS**, founder of **Loren Dental and DentalHQ**, revamped his whitening service into a smart, two-step model: an initial in-office whitening (activation fee), followed by a DentalHQ-powered maintenance plan.

The plan includes take-home gel, tray replacements, annual touch-ups, and product discounts, all promoted with clear brochures and team incentives.

By pairing patient demand with a smart membership model, Dr. Wells turned whitening into a reliable source of recurring revenue and a boost to patient loyalty.

### Challenge:

Traditional whitening services bring patients in once, but didn't offer long-term maintenance.

### Solution:

Dr. Wells restructured the whitening service into a two-part program with a maintenance plan powered by **DentalHQ**.

### Results:

Patients say yes, the team stays motivated, and whitening becomes a recurring revenue stream.

## Why It Matters

“People want to whiten their teeth and keep them white,” said Dr. Wells.

“This program makes that simple. It's an easy yes.”

**Create custom  
dental membership plans  
for your insured and uninsured  
patients**