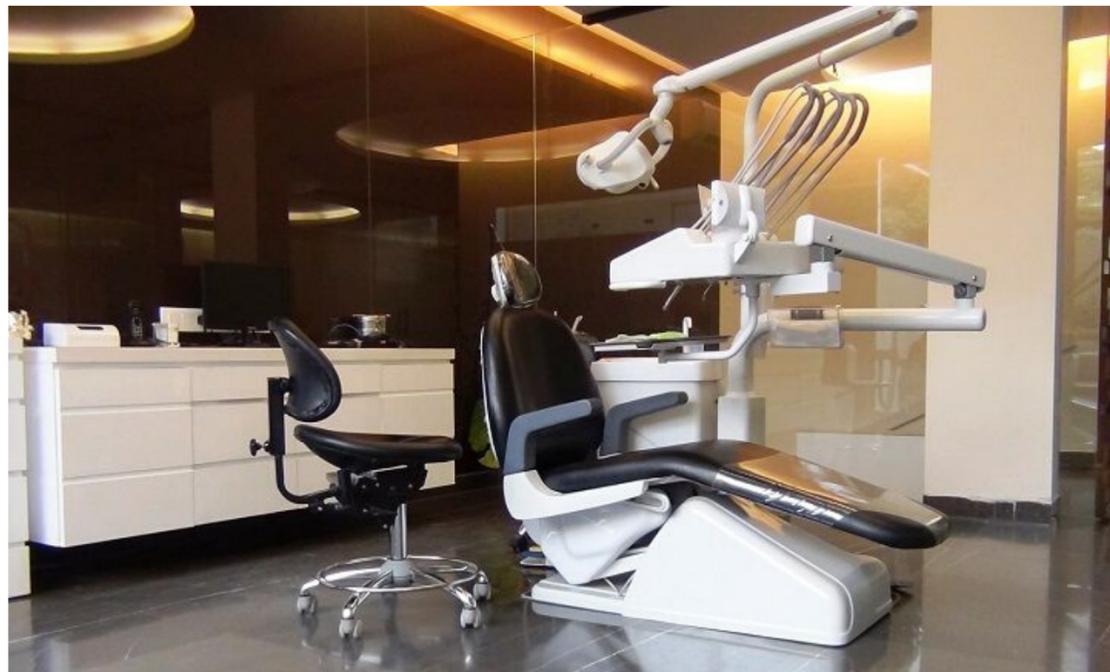


CASE STUDY

Dental Roots improved patient healthcare using technology



Dental Roots; one of the leading dental clinic chains headquartered in Gurugram (Delhi NCR) and is an epitome of modern dentistry and patient care.



The Challenge

- The Dental roots were establishing multi-city operations and set up another Dental clinic in New Delhi. This required them to scale up the appointment booking and scheduling system. In addition they also needed location based Google search optimization so that their patients could find them in when they were looking for treatment in Delhi.

The Approach

- A multi-pronged approach was used to achieve the goals that were stated by The Dental Roots Clinic. This started with a custom website on Webflow, landing pages for patient enquiries, and working with them to help them share dental health specific content on their social media profiles.

Partnering with Nodal Direct

- Nodal Direct's primary focus with regards to this partnership was to enable TDR blog posts to be able to reach the maximum number of people so as to increase Dental health awareness as well as share the best practices in the same. In addition the website based on Webflow platform helped them to streamline their online marketing and SEO efforts.

The Results

- The Dental Roots has now stabilized operations across multiple locations and it has been able to provide top quality medical content across various platforms, Dental forums as well as International publications. This has enabled them to focus solely on high quality dentistry and patient wellness. Streamlining and integration of their Website, Blog, SEO has helped them achieve the same.

The platform and blog set-up really helped us answer a lot of questions that patients have about each of our dental treatments. The easy process set-up and quick execution was very helpful and it enabled all of us to focus solely on patient care and furthering our Medical practice and expertise. Thank you

—Dr Dheeraj Setia, Founder The Dental Roots

100%

Increase in website speed

20%

Increase in patient satisfaction

100%

Increase in dental centers

About Nodal Direct: Whether you're a small business owner or enterprise marketer, Nodal Direct delivers reach, relevance and trusted results to help you grow your business. Learn more at www.nodal.direct

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