

# Revenue generation through the lens of technology, AI, and marketing.

Grapevine partner practices average a \$106K increase in dental supply purchases year-over-year.



## Henry Schein's Exclusive Revenue Growth, Marketing & Website Partner

EVERYTHING YOU NEED TO PRESENT, SELL AND EARN

# Step One: Understanding How You Make Money

We know how to help practices accelerate growth and generate revenue from any stage in their practice journey. When practices grow they have more patients. More patients means higher production and higher production means more supplies are needed. It's really that simple. Here is the direct correlation to your bottom line. All you need to do is introduce us.

Commission Payout **\$500** per practice sold in the following categories:

- Starter
- Steady
- Steady w/ Ads

Commission Payout **\$1,000** per practice sold in the following categories:

- Aggressive

*This information provided is subject to change.*

## PARTNER GROWTH DATA

### The Numbers That Define Our Partners

#### THE ENTRY POINT

Partner practices grow new patient volume at a rate most practices never achieve on their own.

# 24.4%

avg. increase in new patients across partner practices

#### THE MULTIPLIER EFFECT

Over 12 months, each one generates compounding production value that scales directly with volume.

# \$1,400

avg. production per new patient over 12 months

# 25.4%

avg. increase in net production for partner practices

# \$106K

#### THE BOTTOM LINE

Grapevine practices averaged a \$106K increase in dental supplies year-over-year—a direct reflection of the patient volume and production growth happening inside each practice.

#### OPERATIONAL EXPANSION

# 2.5

additional operators added each year

# \$75–125K

avg equipment purchase per operators each year

#### THE PROOF POINT

# \$1M

net production milestone

Start-up practices built from scratch reach a benchmark most practices need 10+ years to achieve—in under 24 months.

# \$3.8M

avg net production

Partner practices average \$3.8M in net production with some continuing to grow.

## Step Two: Knowing the Problems We Solve For You and Your Practices

There are five core drivers that separate high-performing practices from the rest. We work with each practice to move each lever in the right direction. The result is a practice that doesn't just attract more patients it converts them quicker, serves them better, and generates more revenue.

### Core Driver One: Improving call answer rates

The average dental office answers only 64% of inbound calls, well below the 85% industry target. That gap has a direct cost. Practices falling short of 85% lose an average of \$42,000 in production annually.

Monitoring and introducing new methods to ensure call answer rate increases is key to new patient growth.

### Core Driver Two: Increasing online scheduling conversions

Between 20% and 50% of new patients come through online scheduling. Yet only 10% to 40% of visitors who click "book now" actually complete an appointment. Optimizing booking availability, website conversion paths, and scheduling speed turns more website visitors into confirmed patients.

### Core Driver Three: Growing marketing-driven new patients

Healthy practices generate 40% to 60% of new patients through marketing, with 50% to 80% of those coming from online channels like search and Google Ads. Strong marketing attribution, optimized campaigns, and alignment between marketing activity and production goals create a predictable and scalable flow of higher-value new patients.

### Core Driver Four: Increasing production per new patient

Not all new patients contribute equally to production. Higher-value patient attraction, stronger case acceptance, and an optimized patient experience directly increase how much each new patient contributes over their lifetime. A strong benchmark is \$800 or more in production per new patient within the first visit cycle.

### Core Driver Five: Optimizing scheduling availability

Patient demand drops fast when appointments aren't available. About 25% of patients want an appointment within 1 to 4 days, and 60% want one within 5 to 10 days. Practices with availability inside that 10-day window convert significantly more inquiries both online and over the phone.

# How You Work with Us

Partnering with Grapevine is designed to be simple, rewarding, and built to grow with you.

1

## You Refer and We Close

Send any interested practice our way and we handle the rest. From the first conversation to the signed agreement, our team owns the sales process so you can stay focused on your relationships. You make the introduction, and we take it from there.

2

## Use Your Grapevine Strategist

Have a question about a practice, how Grapevine fits a specific situation, or insight on how to increase supply sales through growth? Your specialist is available to consult anytime, making sure you always have the right answer when it matters most.



## Meet your dedicated Grapevine strategist.

Aaron Hofeling is the Director of Partnerships where he works closely with clients & partners to help practices build smarter, more effective marketing strategies. With a strong background in digital marketing, brand growth, and strategic planning, Aaron specializes in creating marketing solutions that drive measurable revenue results and long-term customer engagement.

3

## We Invest in You, Not Just Your Leads

Most partnerships stop at the referral. Ours doesn't. We take the growth of our sellers just as seriously as the growth of the practices we serve. The first time you send us a practice lead, we set up time to talk about what we can do for you—because a partnership should work both ways.

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## Training and Performance Tools

Gain access to Grapevine's full training library and performance resources—built to help you read practice data, identify growth opportunities, and keep momentum building across your entire portfolio. The more you know, the more value you bring to every practice conversation.



Data-driven dental marketing powered by AI. We help practices grow through intelligent SEO and strategy alignment.

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