

Systems + Heart

What if 230 new patients a month was the least exciting part of the story.



Dr. Chris Bessey, DDS CO-FOUNDER + CDO · MEDREBEL 10+ Yrs · Hockley + Granger Pines Dental



Dr. Jose Gonzales, DDS CO-FOUNDER + CLINICAL ADVISOR · MEDREBEL 10+ Yrs · Hockley + Granger Pines Dental



Ryan Jacox FOUNDER + CEO · MEDREBEL 15+ Yrs · Healthcare Operations

The Numbers Changed. So Did Everything Else.

These are not lucky months. They are the visible signal that the operation underneath got healthier. New patient flow, production, conversion, and team retention all moved the same direction in the same year.

Hockley Dental 2 Practice Owners 7 Operatories NW Houston, TX

+40%

MONTHLY PRODUCTION

Peak month vs. pre-MedRebel.

230

NEW PATIENTS

Single-month peak.

93:1

ROI

On MedRebel investment.

\$70K

ADDED REVENUE

Additional monthly revenue.

75%+

CONVERSION RATE

Up from 45%. Lead to scheduled appointment.

5-Year Low

STAFF TURNOVER

Lowest in practice history.

Five most recent months of operation. MedRebel has been in place for over a year. These are not ramp-up numbers, this is the current cadence.

MONTH	NEW PATIENTS	NEW PT PRODUCTION	ACTIVE PATIENTS
December	175	\$148,750	4,476
January	198	\$168,300	4,572
February	215	\$182,750	4,721
March	225	\$191,250	4,868
April (Peak)	230	\$195,500	5,001

Active patient base grew by 525 in 5 months. Net new patients retained, not just acquired.

New patient counts and active patient figures sourced from MedRebel CRM and Open Dental PMS. New patient production estimated using industry-average \$850 first-year value per new patient. Conversion rate calculated from MedRebel CRM data: patients seen divided by total online leads. **Disclosure:** Dr. Bessey, Dr. Gonzales, and Ryan Jacox co-founded MedRebel. Hockley served as the founding implementation site.

AND THE AD SPEND DID NOT CHANGE

BEFORE MEDREBEL OS

\$1,500 /mo

Google Ads



AFTER MEDREBEL OS

\$1,500 /mo

Google Ads

Same spend. Different result. The growth was not bought.

"The wrong kind of growth does not free the doctor. It scales the chaos the practice was already carrying."

LESSON FROM HOCKLEY DENTAL

— LESSONS FROM HOCKLEY

Six Principles for the Independent Practice.

Everything Hockley Dental built came back to six principles. Not complicated. Not expensive. Principles any independent practice can act on this week.

01

Stop Being the Operating System

Dr. Bessey and Dr. Gonzales had become the unofficial operating system of the practice, identifying problems, diagnosing the cause, tasking the team. That kind of leadership pulls the doctor out of the chair and into a management role that compounds. The practice keeps growing, but the doctor's margin keeps shrinking. The job is to lead the practice and care for patients, not to chase missed calls and fill every operational gap.

Where MedRebel fits: daily visibility so the practice runs without the doctor in every conversation.

02

Build Systems That Protect the Soul

Independent practices have something corporate dentistry cannot replicate: real relationships with patients, teams that build trust over years, decisions made by people who live with the consequences. But

soul without systems becomes exhausting, because it runs on memory, extra effort, and the same few people absorbing every problem. The independent advantage is not heart instead of systems. It is systems that protect the heart.

| *Where MedRebel fits: an operating layer that absorbs the busy work so the human work stays human.*

03

Treat Communication Like Infrastructure

Communication is not a soft skill inside a healthcare office. It is infrastructure. When calls, texts, forms, follow-up, and internal team chatter live in scattered systems, the team becomes the integration layer, exhausted by invisible work. When the system carries the context forward, the team can carry the care.

| *Where MedRebel fits: one operating layer for phone, text, lead routing, follow-up, HIPAA-safe team chat, and a built-in task manager so nothing slips between people or tools.*

04

Let the Numbers Tell the Story

A spike can be explained away. A sustained climb cannot. Numbers do not matter because they look impressive in a report. They matter because they reveal whether the practice is getting healthier, week over week.

| *Where MedRebel fits: daily KPI dashboards that make the pattern visible before the problem escalates.*

05

Turn Culture Into a Competitive Advantage

Corporate dental groups can outspend independent practices on marketing and recruiting bonuses, but they cannot replicate the culture inside your office. Culture is the lived experience of the team every day. Reward publicly. Correct privately. Always. That single discipline builds more trust than any team-building exercise.

| *Where MedRebel fits: HR, training, and team rituals built into the operating system, not bolted on.*

06

Automate Busy Work. Empower Human Work.

AI belongs in the background of dentistry, not in front of the patient. Use it to summarize calls, surface patterns, create follow-up tasks, and give leadership the full picture before they respond. Then let the team do what only people can do: listen, coach, apologize, reassure, build trust.

THE INDEPENDENT ADVANTAGE

Corporate practices have systems but no soul. Independent practices have soul but no systems. The future belongs to the practices that build both, and the tools to do it have never been more accessible.

THE REFRAME

When practice owners have more time to **LEAD**, everyone wins.

GO DEEPER

Read the Full Field Guide

The 10-minute version. The whole playbook.

hockley.medrebel.io →

GET IN TOUCH

Talk to MedRebel

A 20-minute conversation. No deck. No pitch.

[Book a Call](#) →

