



CUSTOMER STORY · THE MEMBERSHIP EFFECT

# Covington Family Dental

3-day clinical week · Dr. Lauren Teachout · Sweet Tooth Club + Clerri

**\$1M+**

ANNUAL REVENUE REACHED

**+84%**

PROCEDURES PER YEAR

**+54%**

MEMBER VISITS

From 2019 onward, operational tuning, a deliberate PPO rebalance, and the Clerri-powered Sweet Tooth Club membership lifted member visits and procedures per year while the practice reached seven figures without adding clinical days.

PPO EXPOSURE

~90% → **~50%**

**3 days**

CLINICAL WEEK

seven-figure revenue reached without adding clinical days

**Sweet Tooth Club**

BRANDED MEMBERSHIP

Clerri-powered plan with automated recurring billing, renewals, and member communications

“Clerri's automation made membership simple for our team and patients. It wasn't the only lever, but it helped our PPO shift work in practice and strengthened long-term patient relationships.”

— Covington Family Dental

THE PATTERN ACROSS THE CLERRI NETWORK

**76%**

more visits after patients become members

**146%**

more treatment accepted

**172%**

more cash production

Figures as reported in the Clerri customer story, November 2025. Illustrative of individual results and not a guarantee. Dental membership plans are not insurance.

**See the Membership Effect in your own numbers**

A 15-minute walkthrough, modeled on your real patient base · [clerri.com/get-started](https://clerri.com/get-started)

**Get started**