

Where Did the Money in Dentistry Go?

Why clinics have full schedules but declining revenue.
And what you can do about it in the next 30 days.

*A report created by the team that has delivered results for
dozens of dental clinics across Romania.*

thegoatagency.ro

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#01

Introduction

If you are a dentist or own a dental clinic, you have probably already felt it: something has changed in the last 12 months.

It is not about your skills. It is not about your equipment. It is not about how hard you work. It is about the fact that **the rules of the game have changed** and many dentists are still playing by the old ones.

Think about it: When you started in dentistry, the dream was simple. Do great work, patients recommend you, the clinic grows organically. And that worked, for a while. But the world around your clinic has changed dramatically, even if your dental chair is in exactly the same spot.

We wrote this report for a simple reason: we work daily with dental clinics across Romania. We have seen how clinics with enormous potential stagnate, how excellent doctors get frustrated because they cannot understand why patients no longer come the way they used to. We have seen numbers, trends, and insider stories that few people know.

This report is not about theory. It is about what is happening right now, in 2026, in Romania's dental market. It is about the money that **disappears** from clinics and where exactly it goes. And most importantly, it is about what you can do to bring it back.

"Habits do not change through motivation. They change through structure."

– James Clear, Atomic Habits

The same goes for your clinic. You do not need more motivation. You need to understand what is happening and restructure the way you attract patients. Let us begin.

#02

The Economy That Stole Your Patients

Let us talk openly about the elephant in the room.

High revenue in a dental practice comes mostly from two areas: **implantology and prosthetics**. In second place come aesthetic dentistry and orthodontics. The rest, cleanings and routine fillings, are volume that keeps the chair warm but does not pay your rent for a year.

70%

of major revenue comes from implants & prosthetics

45+

average age of implantology patients

4-6 mo

average delay in treatment plans

Now ask yourself: who is the typical implantology and prosthetics patient? Someone aged 45-65. A person who, statistically, watches more television than any other generation. A person who reads the news. A person who is **extremely sensitive to the economic climate**.

BREAKING NEWS

Record energy price increases

Economic crisis deepens

Fuel prices continue rising

Patient 45+

"I'll wait on the implant..."

"It's too expensive right now..."

"I have other priorities..."

How television and the news influence your implantology patients

Over the last 6 months, the news in Romania has been dominated by a single message: **everything is getting more expensive**. Fuel, electricity, food — everything has gone up. And even if you have not raised your implant prices, your patient feels they can no longer afford it. Because in their mind, dental health was never a priority. In Romania, health is rarely a priority. It is a painful truth you already know.

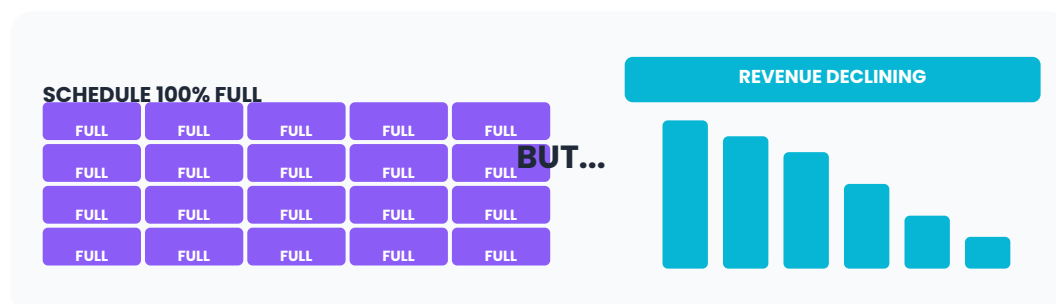
Here is what actually happens: the patient comes in for the initial consultation, finds out they need an implant, hears the price, and then... vanishes. They do not refuse. They do not say no. They simply **postpone**.

Real example: A clinic in Satu Mare we work with noticed a worrying pattern. Patients who came in for initial consultations in October 2025 only started their treatment plans in February 2026. Four months of delay. Four months with an empty chair while rent, salaries, and materials still had to be paid.

The Full Schedule Paradox

Many of our partners have told us the same thing: *"We have full schedules, but revenue is dropping."* And they are right. Schedules are packed with cleanings, children's cavities, routine check-ups — procedures that bring in small revenue. But the 3,000-10,000 EUR treatments? Those have become rare.

It is like having a restaurant full of customers who only order water. You burn gas, pay the staff, but the register is crying.



Full schedule vs. declining revenue: the paradox of 2026

What Does This Mean for Orthodontics?

Clinics focused on orthodontics have been less affected, but have not escaped entirely. Why? Because a teenager does not pay for their own braces. Their parent does. The same parent who watches TV and sees news about rising prices. The same parent who thinks: *"Maybe next year."*

The Atomic Habits lesson: James Clear says every habit follows a cycle: cue, craving, response, reward. Your patient has the craving to get their implant. But the external cue (the news, the economy) blocks their response. Your job is not to convince them they need an implant. They already know. Your job is to remove the friction from the decision process.

#03

The Medical Board

The rules that changed the advertising game

If 2025 had a turning point in Romanian dental marketing, it was when the Medical Board decided to regulate advertising.

The rules were, in short: you cannot make promises in ads, you cannot use before/after images under certain conditions, you cannot suggest guaranteed results, you cannot use emotionally charged language. In short: you cannot do anything that makes a good ad... good.

The First 3 Months: Panic

Around July 2025, when the regulations were strictly enforced, the market froze. Many doctors and clinics stopped promoting entirely. Others simplified their ads so much they looked like apartment building flyers: "Clinic X offers quality implantology services." And that was it.

The result? Patients who were previously bombarded with attractive ads, visible transformations, and emotional stories... were left in silence. And a market without advertising is a market that does not grow. A growing market is one with energy, visibility, and healthy competition between players.

What did we do? At The Goat, we adapted. We studied the regulations in detail, found the legal ways to create effective ads without breaking a single rule. And we continued delivering results. While the market was frozen with fear, our clients kept receiving patients. We passed that threshold with flying colors and proved it can be done.

The Current Situation

Now, in 2026, things have relaxed somewhat. In practice, it has more or less returned to how it was before: everyone does what they want. But the damage was done. Clinics that stopped during those critical months lost ground they are now struggling to recover. Patients did not wait for you to resume your ads. They went somewhere else.

And "somewhere else" does not necessarily mean your local competition. It means something far more dangerous. And that is what we will discuss in the next chapter.

#04

Dental Tourism

How Turkey captured the market with unlimited ads

This is the part that hurts the most. While clinics in Romania struggle with Medical Board restrictions, clinics in Turkey do whatever they want. Literally.

And they do not just do whatever they want. **They do it extraordinarily well.**

- **Massive state-funded budgets.** The Turkish government subsidizes medical tourism. Clinics receive free marketing budgets, which they invest in Instagram, Facebook, TikTok, and YouTube ads.
- **Celebrities and influencers.** Pop stars, TV celebrities, influencers with millions of followers appear in Turkish ads claiming they went to the best clinic in the world. And these are not subtle sponsorships.
- **Zero messaging restrictions.** They can promise anything. They can show anything. They can do before/after, guarantee results, and offer all-inclusive packages with flights and hotels.
- **Irresistible pricing.** Or at least it appears that way. Packages are designed to seem impossible to refuse: implant + crown + flight + accommodation = half the price of an implant in Romania.

Clinics in Turkey

- Massive state-funded budgets
- Celebrities & influencers
- Aggressive, unrestricted ads
- Attractive pricing (all-inclusive)
- Powerful emotional marketing

Clinics in Romania

- Medical Board restrictions
- Limited and vague ads
- Reduced promo budgets
- Unclear / generic messaging
- Competing with hands tied

VS

Comparison: marketing of Turkish clinics vs. Romanian clinics

Now put yourself in your patient's shoes. On one side, they see an ad from a Turkish clinic: celebrities, perfect smiles, unbeatable prices, a "5-star experience." On the other side, they see your ad: a simple photo of your clinic with the text "we offer quality implantology services." Where do you think they go?

The Story That Opened Our Eyes

You know why we take this personally? Because the mother of The Goat's founder, Lattas Eleftherios, was tricked into engaging with a Turkish clinic.

A personal story: She would have had access to some of the best clinics in all of Romania. She would have received affordable prices through her son's connections in the industry. And yet, the social media ads were so well made that even she was tempted. If it works on our own mother, imagine how it works on your patient who has no connection to the industry.

Why Does This Matter to You?

It is not just about the patients you lose to Turkey. It is about principle. It is about the fact that marketing works. Good ads, made with thought, budget, and strategy, move people. Move decisions. Move money.

Turkish clinics do not have better doctors than yours. They do not have better technology. Some do not even meet your hygiene standards. But they have something you do not: the freedom and budget to advertise properly.

And that does not mean you cannot do anything. It means you have to be smarter. More strategic. More efficient with every euro you invest in promotion. And that is exactly what we have been doing for years.

"You do not have to be better than the competition. You have to be more visible."

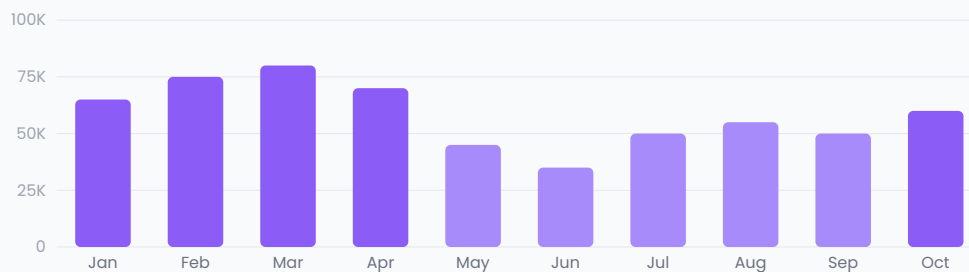
#05

Full Schedules, Low Revenue

Let us recap. You have three forces eating your money:

- 1 The economy and the news.** Implantology and prosthetics patients, the ones who bring in the big revenue, are postponing treatments due to the fear generated by television and the perceived economic crisis.
- 2 Marketing restrictions.** The Medical Board has limited what you can say in ads, making it harder to differentiate yourself and attract attention in an already saturated market.
- 3 Dental tourism.** Turkish clinics invest massive budgets with zero restrictions, taking patients who would otherwise have come to you. They steal your money with ads you are not allowed to run.

Revenue trend dental clinics – 2025



Revenue trend in dental clinics (illustrative representation)

The result? Exactly what dozens of clinics we speak to daily describe: **schedules are full, but revenue is declining.**

The schedule is packed with 150 RON cleanings and 200 RON fillings. Doctors work non-stop. But at the end of the month, when you look at the numbers, you cannot understand where the money went. You have 200 patients per month but revenue equal to what you used to make with 80.

The problem is not that you do not have patients. The problem is that you are **not attracting the right patients**. And the solution is not to work harder. It is to work smarter.

#06

What You Can Do Now

Practical solutions for the next 30 days

Now comes the good part. Because every problem in the previous chapters has a solution. And it is not a solution that requires a 10,000 EUR monthly budget. It is accessible, practical, and tested on dozens of clinics.

"You do not have to change your entire strategy. You have to change one thing at the right time."

– Adapted from Atomic Habits

1. The Ad Cabinet — Ads That Follow the Rules BUT Work

Yes, it can be done. We proved it when everyone else stopped. The secret is not to break the Medical Board rules. The secret is to understand what you are allowed to do and make it extraordinary.

How? Through powerful visual creatives, properly structured testimonials, messages that speak about the patient experience (not the result), and educational, value-driven content. Your ads must be the best possible version within legal limits. And that means you need people who know exactly where the line is.

2. Google My Business: Your Secret Weapon

You know what the Medical Board cannot regulate? Your Google reviews. An optimized Google My Business profile with 200–500 five-star reviews is the most powerful marketing tool you can have.

Why? Because the patient searching for "dental implant [your city]" on Google will see your clinic first. And when they see 400 reviews with a 4.9 rating, the decision is practically made. The Turkish ad no longer matters.

Simple review strategy: After every satisfied patient leaves, send them a WhatsApp message: "Hi! How was your experience with us?" If they respond positively, send them the Google Review link. The process is automated and can be scaled at minimal cost. The impact? Enormous. Dozens of messages sent daily turn into dozens of reviews that catapult you in local search and transform your online presence.

3. Meta Ads: Small Budget, Big Impact

You do not need 5,000 EUR per month on ads to get results. You need smart ads. Well-crafted static creatives, short videos where you film yourself (yes, you, with your phone), and a clear targeting strategy.

The advantages of paid ads are clear: you see results within hours, they are scalable, you validate them quickly, and if they do not work, you know what to change. The drawbacks? They do not immediately bring top-quality patients, and if you are a new clinic or based in Bucharest, they can be 2-3 times more expensive than in the rest of the country. But with the right strategy, every euro invested comes back multiplied.

4. Differentiate Yourself in the Market

The differentiators that matter in patients' eyes are not necessarily the medical ones. Here is what impresses:

- High number of implants placed (proven experience)
- Dental laser (sounds high-tech, patients feel safe)
- Clinic appearance (a futuristic design inspires trust)
- Size of the medical team ("they have a big team, so they must be serious")
- Conscious sedation (patient experience is everything)

Many clinics offer exceptional services, perhaps even top 10 in Romania. But they do not know how to showcase their vision. Patients do not understand what they can receive. And that is not only the marketing agency's job. It is also yours — to have a clear vision that can be scaled.

5. Think in Numbers, Not Emotions

This is perhaps the most important lesson. Dentists, by the nature of their profession, are emotional people. They work with scared patients, people in pain, stressful situations. And this emotional mindset transfers to business decisions.

Example: You have 10 patients scheduled for consultations. Only 3 show up. First reaction: frustration, disappointment, "we are wasting time and money." But if one of those 3 patients starts an 8,000 EUR treatment plan? That is an excellent day. The problem is not the show-up rate. The problem is that you make decisions based on how you feel, not what the numbers say.

The 5 Concrete Steps



Each step builds on the previous one. Do not skip to step 5 before completing the first 4. Just like in Atomic Habits: **progress comes from small, consistent improvements, made in the right order.**

Step 1: Launch optimized Meta Ads on the services that bring the most money (implantology, prosthetics, aesthetics). Not on cleanings.

Step 2: Optimize your Google My Business profile and start the review growth strategy. This is the foundation.

Step 3: Grow reviews consistently. Every satisfied patient becomes an online ambassador for your clinic.

Step 4: New patients start coming. Welcome them well, give them a memorable experience, turn them into new reviews. The cycle repeats.

Step 5: Revenue grows. Not because you work harder. But because you attract the right patients, for the right services, at the right time.

#07

The Ad Cabinet

How to transform your clinic

Everything you have read so far comes from our direct experience with dozens of clinics across Romania. We have seen what works and what does not. We passed through the Medical Board restrictions and came out stronger. We have helped clinics grow from zero to hundreds of thousands of euros per month.

But we also know the frustration you feel when you hear: "it costs 2,000–5,000 EUR per month." We know that not everyone can afford our premium Incubator. And we know there is a massive number of talented doctors who need help but do not have the budget.

That is why we created **The Ad Cabinet**.

"We want to make quality dental marketing accessible to everyone."

Who Is The Ad Cabinet For?

- Recent graduates who just opened their first practice.
- Small and medium newly opened clinics that cannot yet afford large marketing investments.
- Experienced doctors with their own individual practice who work for themselves but do not want to invest thousands of euros in advertising.
- Anyone with great potential but a limited budget. If you have under 1,000 EUR per month for everything marketing-related, this is for you.

What Do You Get?

- 1 Google review growth strategy.** We set up the complete system: automated WhatsApp messages, QR code cards, everything needed for your patients to leave reviews.
- 2 Professional Meta Ads.** Static and video creatives made by us, compliant with regulations but designed to attract patients. We help you film yourself and look like a million euros.
- 3 Optimized Google My Business.** Your profile will be complete, professional, and optimized to appear at the top of local searches.
- 4 Social media management course.** Learn how to post on your own, how to build your online presence step by step.
- 5 Dedicated success manager.** You are not alone. You have someone guiding you and making sure everything works.

Everything you need. In a single package. Under 1,000 EUR/month.

Including the ad budget. No surprises, no hidden costs. You get all of our massive dental industry experience in an accessible format, with more value than anything else on the market.

Two options. You choose.

	We teach you	We do it for you
Format	One-time payment	Monthly subscription
Ideal for	Those who want to learn and do it themselves	Those who want results without effort
Support	Access to materials and guides	Dedicated manager who handles everything

Ready to Grow Your Clinic?

30 free days in the Ad Cabinet.

Zero risk. Zero commitment. Just results.

I WANT TO GROW MY CLINIC

Visit the Ad Cabinet page and schedule your free consultation.

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Quality dental marketing, accessible to everyone.