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I feel as the Treatment Planner that **having an option like Cherry benefits all of our patients.** I see a greater increase in people trying and applying for it. Once they are approved, they are **ready to move forward with treatment that day.** It's a great feeling to know that you are going to be **helping someone** in that capacity because they have been struggling without getting the proper care.”

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– Treatment Planner at Koala Center for Sleep & TMJ Disorders

# Success Stories *with* Cherry

## The Story

Koala Center for Sleep & TMJ Disorders was founded by Dr. Rod Willey. With millions suffering from sleep disorders, sleep apnea, snoring, fatigue, and chronic pain, Koala's mission is to improve the lives of those affected by these health conditions. Koala's team of fully trained dentists, doctors, and medical technicians works across 7 locations to provide treatment without surgery or prescription, making it possible for their patients to restore and rebuild.

## The Goal

Koala Center for Sleep & TMJ Disorders had two primary goals:

- To increase treatment acceptance rate
- To increase revenue

## The Cherry Solution

- With Cherry, Koala's patients can move forward with treatment the same day, despite high treatment costs.
- Insurance typically will not cover the cost of Koala appliances, so Cherry increases their conversion rate significantly.
- Oral appliances are not cheap and the number of people who qualify for Cherry payment plans boost Koala's production. Koala's treatment coordinators walk patients through the application process in the office and answer any Cherry questions.

## The Results

- ✓ Koala Center for Sleep & TMJ Disorders generated **\$233,000 in additional revenue** over 18 months.
- ✓ Since offering Cherry, Koala has seen an almost **50% increase in conversion** for approved applicants moving forward with treatment.
- ✓ **88%** of Koala's patients who apply to use Cherry **are approved.**

See how Cherry can help your business! Sign up for a quick, free demo at [withcherry.com/book-demo](https://withcherry.com/book-demo)