

FROM CRISIS TO STABILITY

HOW EDWARDS & ASSOCIATES REVITALIZED WHITLEY FAMILY DENTAL

Having the right support is the difference between thriving and surviving. Whitley Family Dental faced a daunting crossroads when financial chaos threatened its very existence. With outdated systems and complex insurance challenges, the practice was weeks away from shutting its doors. Enter Edwards & Associates, a team of dedicated dental CPAs with an unmatched understanding of the dental industry. Their strategic intervention stabilized the practice's financial health and reinvigorated its operational efficiency.

THE CHALLENGE

It all started when Tamara Whitley joined her husband Bill's practice while waiting out a noncompete. Her concerns began after she did some digging and realized they were upside down in 52 PPO fee schedules and far below the breakeven cost to do business. Tamara rolled up her sleeves and got to work developing a strategy to address their insurance issues. Along the way, she got a gut feeling about their long-time CPA. She already felt their support and advisory were lacking. The final straw was when they declined to help the practice apply for crucial COVID-era financial relief through the employee retention tax credit. Tamara was at a critical juncture — the practice was weeks away from shutting their doors if they didn't transform, and fast.

"I was listening to Art Wiederman's podcast and Bob Gray's Henry Schein webinar, and they mentioned that they were both founders of an organization called the Academy of Dental CPAs (ADCPA). Both said if your CPA can't tell you where tooth #8 is, you need a new CPA. I looked at the ADCPA site, found and interviewed Edwards & Associates. Turns out, they knew where tooth #8 was and had a stellar reputation — and so our transformation journey began."



Edwards & Associates are not just CPAs — they're lifesavers.

When my practice was on the brink of closure, their deep understanding of the dental industry and tailored strategies turned everything around to avoid the iceberg. They brought clarity and efficiency to our operations, ensuring our survival and success. If you're in the dental field and need a CPA who truly understands your business, they're the ones to trust.

Tamara Whitley, Owner

THE SOLUTION

From day one, Edwards & Associates was a different kind of CPA. In their 90-minute introduction call, the team identified glaring financial complexities and operational inefficiencies and immediately escalated all of it to Lynn Ledbetter, Edwards & Associates' stalwart executive director. With Lynn's strategic guidance, every aspect of the practice was revitalized, from modernizing antiquated claims procedures to streamlining insurance processes. This partnership was crucial in bringing Whitley Family Dental back to a position of profitability and stability.

Edwards & Associates continues to play a critical role in the practice's financial operations. They provide strategic advice, tax planning, QuickBooks support, and quarterly reconciliations, giving Tamara peace of mind and valuable time to focus on other aspects of the business. **"They consistently offer unique — and informed — perspectives to help me make the right decisions. I may not be educated in a particular area, but that is why I rely on experts. I truly feel that Lynn and the team are my partners; they know what is going on in my practice and personal life and go above and beyond to ensure I succeed."**

THE RESULTS

Collaborating with Edwards & Associates has been nothing short of transformative for Whitley Family Dental. Tamara credits the firm with saving her practice from collapse, stating, **"Our Titanic is still sailing because I avoided the iceberg. Our office is now what the Titanic was SUPPOSED to be thanks to Lynn and E&A."** Edwards & Associates has allowed her to continue running a successful practice with the confidence that her financials are in expert hands. Tamara now passionately recommends Edwards & Associates to dental professionals nationwide.

REACH OUT TO US AT ANY TIME!

WEBSITE

eandassociates.com

LOCATION

Dallas, Texas

CONTACT

972.267.9191

info@eandassociates.com

