



MAX SURGICAL
SPECIALTY
MANAGEMENT

Coastal Oral Surgery

How partnership with MAX fueled talent recruitment,
marketing success, and operational efficiency.

CASE STUDY

CASE STUDY

Strategic Partnership in Action:

40% Increase in
surgeon productivity

26% Increase in annual
patient count

12% Material cost per
patient decreased

IMPACT AT A GLANCE

Coastal Oral Surgery now stands on a stronger foundation, driving lasting stability, deeper referral partnerships, elevated patient satisfaction, and sustained financial growth.



"The greatest success of this partnership is freedom. Freedom to focus on surgery while trusting everything else to experts who handle it better, faster, and more efficiently."

John P. Soliman, DMD, MD | Coastal Oral Surgery

CASE STUDY

| Background

For over four decades, Coastal Oral Surgery has defined excellence in oral and maxillofacial care along the Jersey Shore. With locations in Toms River, Brick, and Sea Girt, the practice has built its reputation on clinical mastery and an uncompromising commitment to patient care.

But even the strongest practices face headwinds. For Coastal, recruiting top talent, expanding marketing reach, and maximizing purchasing power had become increasingly difficult to manage alone. To protect their legacy and position the practice for lasting growth, the surgeons of Coastal Oral Surgery chose a different path, leading them to partner with MAX, a surgeon-led support platform that preserves autonomy while powering growth without compromise.



CASE STUDY

| The Challenge

Before joining MAX, the surgeons at Coastal Oral Surgery were weighed down by the familiar pressures felt across the OMS field, staffing, operations, and growth demands pulling focus from where it mattered most: patients and clinical excellence.



Recruitment & Retention

Coastal Oral Surgery felt the relentless strain of recruiting and retaining top talent in a fiercely competitive market, turning staffing into one of its most urgent challenges.



Strategic Marketing & Referral Network Growth

The practice aimed to grow its regional presence and strengthen referral relationships, but without specialized support, maintaining and scaling those efforts proved to be an uphill battle.



Operational Efficiencies & Purchasing Power

Even as a three-office practice, Coastal Oral Surgery was not immune to shifting economic pressures. Rising costs and limited leverage made it harder to secure better pricing and competitive reimbursements, while operational constraints held the practice back from reaching its full growth potential.



"In the first three to six months, we were able to take a lot off our plates as surgeons—things like marketing, public relations, staffing, and hiring. Being relieved of these responsibilities allowed us to focus more on our patients, our surgeries, and the things we do best."

CASE STUDY

| The Solution

After turning to MAX to address its most difficult challenges, Coastal Oral Surgery gained more than just support; it gained a dedicated local partner committed to keeping its surgeons as the driving force of the practice. Through MAX's surgeon-led model, the practice gained more than operational support; it gained a partner determined to foster growth, provide peace of mind, and elevate both prosperity and patient care.

What set MAX apart were the key differentiators that created a clear advantage for Coastal Oral Surgery:

Power of Proximity

Coastal Oral Surgery received a powerful advantage by joining MAX's concentrated network of OMS practices, regional market insights, boots-on-the-ground operational support, and access to an elite surgeon network to accelerate recruitment.

Real Partnership In Action

With MAX, Coastal Oral Surgery gained two new surgeons, boosting capacity, expanding patient access across all three locations. More than recruitment, it's proof of MAX's all-in partnership, removing burdens so surgeons stay focused, inspired, and at the top of their game.



Alaina Harrington DMD, MD

Surgeon-Led Focus

By joining MAX, a surgeon-founded and led organization, Coastal Oral Surgery joined a platform where the best surgeons come together to grow, innovate, and push boundaries. MAX removed the back-office headaches, enabling Coastal's surgeons to focus entirely on delivering exceptional patient care with clinical autonomy.

"Now we have a new generation of surgeons who will be here for the long haul. With MAX, we've recruited top talent that strengthens our brand, ensuring its strength and longevity."

John P. Soliman, DMD, MD | Coastal Oral Surgery

CASE STUDY

| The Result

When persistent challenges began to limit growth, Coastal Oral Surgery turned to MAX for the support and scale to break through. Since partnering in 2022, the practice has experienced real momentum. And while transitions of this size are never simple, Coastal never faced it alone. With MAX driving system upgrades, optimizing payor strategy, improving inventory management, and guiding staffing adjustments, the onboarding was defined by collaboration, hands-on support, and a shared commitment to success.

The result: a seamless transition—and a stronger practice built for the future.

- **Surgeon productivity increased by 40%**
Reflecting both operational enhancements and growth in referral volume.
- **Annual patient count growth of 26%**
A result of improved referral outreach, streamlined scheduling, and increased surgeon capacity.
- **Material cost per patient decreased by 12%**
Driven by MAX's purchasing power and streamlined inventory processes.
- **Launched two new surgeons**
Increasing patient access and strengthening the practice's long-term stability.

Radislav Meylikh, DDS



CASE STUDY SNAPSHOT

Coastal Oral Surgery

Real Partnership, Lasting Impact.

SURGEON RECRUITMENT & GROWTH

- 2 new surgeons added (one from MAX's network, one out of residency), expanding capacity and patient access.
 - Treatment coordinator hired to streamline scheduling and boost case acceptance.
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MARKETING & REFERRAL NETWORK EXPANSION

- 55X increase in Google reviews with AI-powered reputation management.
 - New website + elevated digital marketing driving brand consistency and online conversion.
 - 40+ weekly referral visits by a dedicated outreach manager.
 - Referral networking events hosted, including CE programs, mixers, and open houses.
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OPERATIONAL EFFICIENCIES & COST SAVINGS

- 12% lower supply costs per patient through tighter inventory controls.
- Upgraded systems for data security and reliability.
- Higher reimbursement rates secured through payor strategy.
- Purchasing power unlocked with MAX's group leverage.

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