

CASE STUDY:



DR. KRISTEN RITZAU'S 5X GROWTH JOURNEY

SEE HOW DR. KRISTEN RITZAU INCREASED COLLECTIONS BY PARTNERING WITH THE PRACTICE GROWTH INSTITUTE

THE CHALLENGE

In 2013, Dr. Kristen Ritzau faced a pivotal decision: sell or grow? Determined to build something greater, she chose to grow—with the support of 5X—and the results have been nothing short of extraordinary. In less than five years, Dr. Ritzau's practice skyrocketed, all while creating the work-life balance that a young mom needs.

Dr. Ritzau's journey began with a single dental operatory, just her and her husband. With a clear vision and a commitment to growth, she turned that small start into a thriving, multi-location, multi-million-dollar practice. Today, Shoreline Dental Studio employs a team of 30 and serves patients from over 100 cities and six states. And the momentum hasn't stopped—since joining 5X in 2013, total collections have increased by an astounding 1,351%.



NAME: Dr. Kristen Ritzau
LOCATION: San Clemente, CA
OCCUPATION: Dentist
JOINED: August 2013



And as we implemented what we were being taught, the practice began to grow

— DR. RITZAU

SINCE JOINING THE PRACTICE GROWTH INSTITUTE:



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SCAN TO
WATCH HER
STORY



THE SOLUTION

Growth didn't happen by chance. Dr. Ritzau and her team were committed to learning, implementing, and evolving. They fully engaged with 5X's strategies, participating in an average of five in-office trainings per year, investing in leadership development through the Results Creator Bootcamp, and attending Practice Growth Institute events. By 2016, she had successfully expanded her team, hiring her first associate. As her practice grew, so did her vision—leading to the opening of a second location and, most recently, breaking ground on a brand-new facility to support even greater expansion.



During my maternity leave, not only did the practice survive, it thrived, surpassing goals that we had set during that time."

— DR. RITZAU

But for Dr. Ritzau, success isn't just about numbers—it's about impact. With a passion for giving back, she partnered with Smiles for FREEdom, an initiative dedicated to providing free dental care to U.S. veterans. During their inaugural event, Shoreline Dental Studio donated over \$40,000 worth of dental services in a single day, a testament to the practice's deep commitment to community service.

Today, Shoreline Dental Studio is more than just a dental practice—it's a thriving, purpose-driven business with a culture of continuous growth and giving. Dr. Ritzau's journey proves that with the right mindset, strategic investment, and a commitment to both professional and personal fulfillment, extraordinary growth is possible.

"I didn't trust myself, but [Joy] gave me the courage to, and it was only once I started to trust myself that I could start trusting others with my practice... then my team could start to grow and flourish."

— DR. RITZAU



**Schedule a complimentary consultation today and discover how The Practice Growth Institute can elevate your practice:
Or, Call 770-334-9960**



WHAT WE DO

At The Practice Growth Institute, we transform private practices into thriving, purpose-driven, and profitable high-growth businesses. We offer a road map and tools to build high-performing teams with a patient-centric culture. Learn more at www.MyPGI.com.