

Sterling MIR

Booked patient consultations, on demand

Never miss a new patient enquiry again

Most dental clinics lose patients not because of bad reviews or bad treatment — but because someone else replied faster. A patient messages your website, misses a call, or sends an Instagram DM after 5pm, and by the time your team gets to it the next morning, they've already booked with another clinic nearby.

What Sterling MIR does

- Replies to every new patient enquiry within 60 seconds — day or night
- Covers your website enquiry forms, missed calls, and Instagram DMs in one system
- Automatically qualifies the patient — asks what treatment they're interested in
- Books serious enquiries straight into your diary, no extra work for your team
- Your reception team stops chasing leads and focuses on patients in the chair

Why speed matters

A single Invisalign patient is worth roughly £4,200 in lifetime value. Losing just two enquiries a month to slow replies costs a clinic over £100,000 a year — patients who were never lost to a competitor's treatment, only to a competitor's speed.

THE OFFER

One local practice gets Sterling MIR completely FREE for 30 days

No cost • No contract • No catch

We're building a case study — you get a fully working system, risk-free, to see real results before any commitment.

How it works

1. We connect Sterling MIR to your existing website, phone line, and Instagram — no new hardware or software for your team to learn
2. Every new enquiry gets an instant, friendly reply and a few quick questions to understand what the patient needs
3. Qualified enquiries are booked straight into your diary — you just show up and treat the patient
4. After 30 days, we review the results together. If it's working, we talk about continuing at £500/month, no contract, cancel any time.

About Sterling MIR

Sterling MIR is a London-based agency built specifically for independent cosmetic dental practices. We're not a call centre and we're not a marketing agency — we solve one specific problem: making sure every patient who reaches out actually gets a reply, fast enough to matter.

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