

Cascadia Smile Studio

May 28, 2026 · 5 competitor signals detected

 **CONFIDENTIAL · PROPRIETARY BUSINESS INTELLIGENCE**

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5 competitor changes detected for Cascadia Smile Studio today. Two high-priority items warrant action this week.

 **ACTIONS TO TAKE TODAY (5)**

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HIGH PRIORITY

  **BrightCare Dental Northgate** HIGH  [EXAMPLE ↗](#)  [contact](#)

New-patient exam + X-ray drop from \$79 → \$39 (corporate chain promo)

 NEWS

BrightCare Dental ran a system-wide promotion yesterday cutting new-patient comprehensive exam + X-ray from \$79 to \$39, plus a "0% financing on first treatment plan" offer. Their Northgate location is your closest physical competitor. Loss-leader strategy classic to corporate dental chains — patients are upsold heavily on Tx plans during the discounted exam.

→ **ACTION:** Don't match the price. Counter with a transparent "what your \$189 new-patient appointment includes — and what we won't up-sell" page. Anti-corporate-chain positioning resonates strongly in Seattle's high-trust patient base.

  **ClearLine Smiles Seattle** HIGH  [INSTAGRAM ↗](#)  [contact](#)

Instagram ad campaign for Invisalign hit 380K impressions yesterday

 NEWS

ClearLine Smiles's Seattle Instagram ad campaign (started Monday) hit 380K impressions on yesterday's "Invisalign from \$89/month" creative. Heavy targeting of Capitol Hill + Fremont 25-40 demographics. High-intent — they're aggressively defending their lower-end Invisalign segment.

→ **ACTION:** Run a counter-narrative LSA campaign about "Invisalign with an in-office orthodontist supervising" — ClearLine Smiles's remote-monitoring approach has known patient-outcome issues. Most Seattle dental patients prefer in-office care once they understand the difference.

MEDIUM PRIORITY

  **Emerald Crown Dentistry** MEDIUM  [MAPS ↗](#)  [contact](#)

Seven new reviews mention "no-insurance" membership plan

 NEWS

Emerald Crown Dentistry has 7 new reviews this week specifically calling out their in-house membership plan (\$299/yr for cleanings + 20% off treatments). Indicates a successful direct-pay alternative to insurance, which appeals to Seattle's gig-economy + tech-contractor population.

→ **ACTION:** Build an in-house membership plan if you don't have one. Membership plans bypass insurance overhead and create 12-month patient retention. Industry norm is \$250-400/year covering 2 cleanings + emergency exams + 15-20% off other treatments.

  **Greenwood Family Dental** MEDIUM  [EXAMPLE ↗](#)  [contact](#)

Added Saturday + Sunday "weekend hygienist" availability

 NEWS

Greenwood Family Dental updated their hours yesterday to include 9am-3pm weekend cleanings with a contract hygienist. Targeting tech-worker patient base that can't do weekday appointments.

→ **ACTION:** Test a weekend cleaning offering. Even one Saturday per month with a contract hygienist would capture a different patient demographic and show up prominently in "open weekends" Google searches.

LOW PRIORITY / FYI

  **Industry News** LOW  [EXAMPLE ↗](#)  [contact](#)

Pacific Northwest Dental Insurance Co. announces 2027 in-network fee schedule changes

 NEWS

WDS published their 2027 in-network fee updates yesterday. Most preventive codes see modest increases; some restorative codes are flat or down. Effective January 2027 — practices should update patient communications about insurance changes by November.

→ **ACTION:** Build out a Q4 patient communication explaining 2027 changes ahead of January. Be the practice that proactively explains insurance updates — patients remember.

.jsonl attached — feed today's brief to your AI agent

The attachment `brief-*.jsonl` is a machine-readable version of this brief: one JSON object per change. Save it and paste into ChatGPT/Claude/etc. with a prompt like "Summarize the top 3 actions from this competitive brief."

Wiring your AI agent to read your inbox automatically is also an option — but it's a level of access we don't recommend lightly. Inbox-reading agents have access to far more than this brief; that's a risk only you can decide to accept.

[Full guide & schema reference →](#) · [Schema docs](#)