

September 2025

# Online Reputation of Local Dentist Clinics in DFW Area

**Market Analysis**



**Media Reputation Institute**  
<https://mediarep-institute.org/>



## I. Executive Summary

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This study analyzes Google Reviews of dental clinics in DFW area to provide a comprehensive understanding of the online reputation of this market. By combining quantitative metrics, topic modeling, and sentiment analysis, the study offers actionable insights for benchmarking performance and improving patient satisfaction.

### Market Overview:

A generalized market analysis establishes macro-level benchmarks, identifies overarching themes, and reveals sentiment patterns across local clinics. This contextual view helps individual clinics understand their relative standing and recognize common patient expectations and areas of satisfaction or dissatisfaction. A strong online reputation is critical for patient acquisition and trust in the modern dental industry.

### Key Analyses and Takeaways:

- **Star Ratings & Response Promptness:** Descriptive analysis reveals overall client evaluations and clinic engagement with feedback. The histogram plots of star scores and response promptness allow clinics to benchmark themselves against the local market.
- **Topic Modeling:** Identifies six major review themes—*overall experience, treatments, kids' dental experience, professionalism and organization, insurance & billing, and emotional distress*—highlighting critical areas influencing patient satisfaction.
- **Machine Learning Approach of Sentiment Analysis:** Evaluates visibility measure, favorability measure, and a composite measure to quantify different dimensions of online reputation based on machine learning approach of sentiment analysis.
- **Aspect-Based Sentiment Analysis (ABSA):** Assesses sentiment measures across each theme, providing actionable insights on specific aspects of patient experience.

## II. Star Scores and Response Promptness

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Google Reviews, like many online platforms, uses a five-star system to show client satisfaction—five stars mean clients are extremely happy, while one star shows dissatisfaction. While it's a simple measure, it has a big impact on how potential clients view a business. In DFW area, **92.3% of dental clinics have star ratings**. Among them, the **average rating is 4.65**, ranging from **1 to 5**. The median rating is 4.9, meaning that half of the clinics earned star ratings equal to or higher than 4.9. The Figure 1 is the histogram graph of the frequency of clinics that received various star scores. It shows only a small proportion of clinics in DFW area received score scores that lower than 4.0.

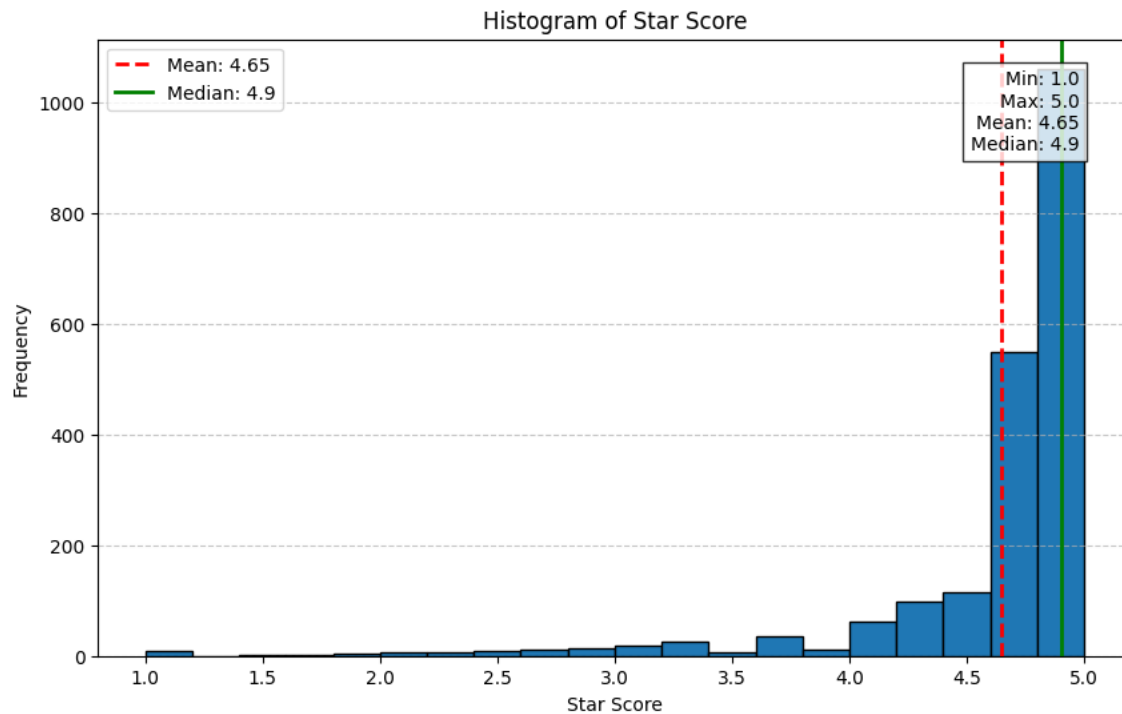


Figure 1: The Distribution of Star Scores in DFW Dental Market

Timely communication with clients through online platforms plays a critical role in building trust and driving satisfaction. In the DFW dental market, **nearly half of the reviews received a response from clinics, while about 52.8% went unanswered.** Among the reviews that were addressed, **68.6% were responded to within 10 days, 75.6% within 20 days, and 80.6% within 30 days.** Notably, **9.5% of responses took more than 100 days** as shown in the following Figure 2. Clients feel valued when clinics respond to their reviews, which in turn strengthens the clinic's reputation. The high percentage of unanswered reviews and the wide variation in response times underscore the need for more prompt engagement in the DFW dental market. Clinics that respond quickly stand out in the market and strengthen client relationships, while those with delayed or absent responses risk missing valuable opportunities to connect with patients and build a strong reputation. **To maximize client satisfaction and competitive advantage, clinics should aim to respond to reviews within 10 days.**

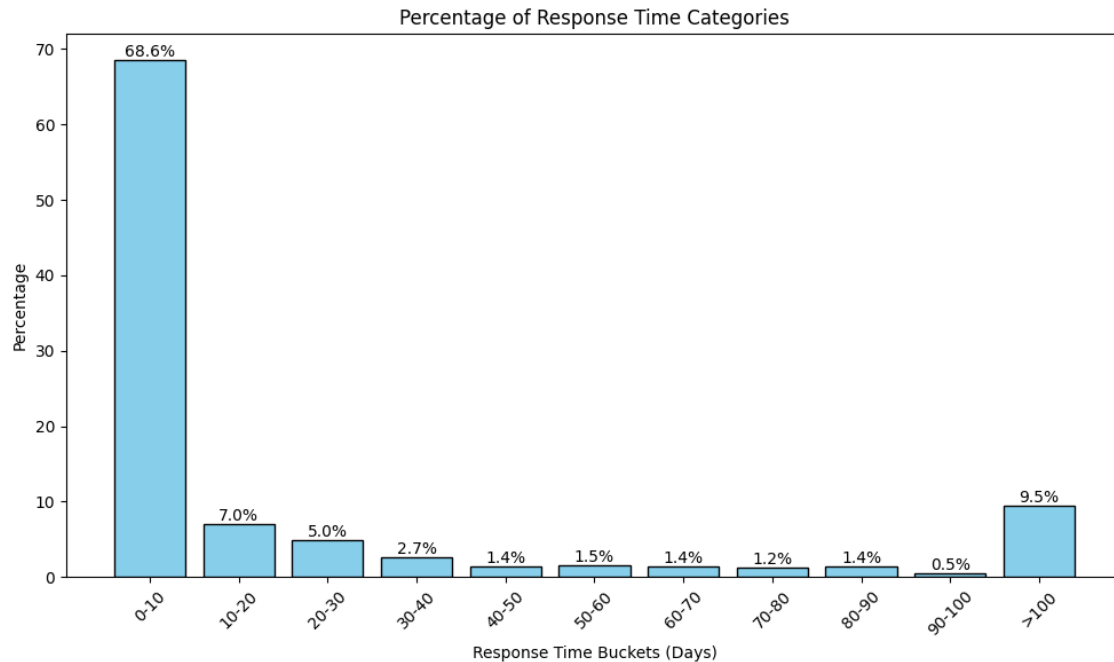


Figure 2: Response Promptness of Online Reviews in DFW Dental Market

### III. Measures of Overall Online Reputation

The visibility measure is calculated by normalizing the number of online reviews. It reflects both the extent to which a dental clinic has been reviewed by its clients and the degree to which these reviews are accessed by potential clients. The visibility measure ranges from 0 to 1. We used a media endorsement index to calculate favorability measure. This index reflects the extent to which a dental clinic is endorsed by its online reviews. The favorability measure ranges from 0 to 1. We created a single measure that combines both visibility and favorability. Visibility shows how much a clinic is talked about in online reviews, while favorability shows how positively people feel about it. On their own, these two measures don't give the full picture—a clinic might be very visible but not very well liked, or the other way around. By bringing them together, the composite measure provides a clearer view of a dental clinic's overall online reputation.

Table 1 present the top three dental clinics with highest online reputations in 16 cities that have over 80,000 populations in DFW area. This ranking is based on the values of the composite measure of the dental clinics in each city.

Table 1

Top Three Dental Clinics Ranked by Online Reputation (16 Major Cities in DFW Area)

Name	Visibility	Favorability	Composite
<b>Dallas</b>			
Midtown Family Dentistry	1.00	0.98	0.98
Bear Creek Family Dentistry	0.65	0.98	0.64
Viva Dental	0.58	1.00	0.58
<b>Garland</b>			
La Prada Family Dentistry	1.00	1.00	1.00
Jefferson Dental & Orthodontics	0.44	0.93	0.41
Smile Magic of Garland	0.33	0.90	0.30
<b>Flower Mound</b>			
Dental Depot	1.00	0.95	0.95
Cross Timbers Dental	0.92	0.98	0.90
MINT dentistry   Grapevine	0.94	0.93	0.87
<b>Lewisville</b>			
Smile Magic of Lewisville	1.00	0.90	0.90
Jefferson Dental & Orthodontics	0.91	0.88	0.79
Advanced Dentistry	0.82	0.90	0.74
<b>Denton</b>			
MINT dentistry	1.00	0.94	0.94
Dental Depot	0.67	0.94	0.63
Smile Magic of Denton	0.55	0.91	0.51
<b>Mesquite</b>			
MINT dentistry   Mesquite	1.00	0.95	0.95
Riviera Family Dentistry of Mesquite	0.70	1.00	0.70
Inspire Dental & Orthodontics - Mesquite	0.69	1.00	0.69
<b>Irving</b>			
MINT dentistry   Las Colinas	1.00	0.95	0.95
Endodontic Associates of Irving	0.70	0.98	0.68
21st Century Dental of Irving	0.55	0.98	0.53
<b>McKinney</b>			
McKinneydentist.com	1.00	0.97	0.97
Red Oak Family Dentistry of McKinney	0.48	0.97	0.46
Peppermint Dental & Orthodontics - McKinney	0.39	0.94	0.37

<b>Allen</b>			
Allen Dental Center	1.00	0.91	0.91
Creekview Orthodontics	0.79	1.00	0.79
Bethany Heights Dental Care - Allen, TX	0.75	0.91	0.68
<b>Grand Prairie</b>			
MINT dentistry	1.00	0.94	0.94
Orthodontic Avenue	0.66	0.97	0.64
Smile Magic of Grand Prairie	0.57	0.94	0.53
<b>Carrollton</b>			
Jefferson Dental & Orthodontics	1.00	0.82	0.82
Celebration Family Dental of Carrollton	0.79	0.98	0.77
Hebron Orthodontics	0.77	1.00	0.77
<b>Frisco</b>			
Heritage Family Dentistry Frisco	1.00	0.97	0.97
Endodontic Associates of Frisco	0.84	0.97	0.82
Thrive Dental and Orthodontics	0.77	0.90	0.69
<b>Arlington</b>			
MINT dentistry (South Arlington)	1.00	0.93	0.92
MINT dentistry (North Arlington)	0.68	0.93	0.63
Bear Creek Dentistry	0.52	0.95	0.49
<b>Plano</b>			
Texas Dental	1.00	0.97	0.97
Nuvia Dental Implant Center	0.96	0.97	0.93
Vitality Dental	0.83	0.97	0.81
<b>Fort Worth</b>			
Rodeo Dental & Orthodontics	1.00	0.98	0.98
Affordable Dentist Near Me of Fort Worth	0.62	0.95	0.59
MINT dentistry	0.59	0.95	0.56
<b>Richardson</b>			
Wisdom Teeth Guys	1.00	0.95	0.95
Thrive Dental and Orthodontics	0.81	0.90	0.73
Viva Dental	0.62	0.95	0.59

### III. Dominant Themes in Google Reviews

To identify key themes in online reviews of dental clinics, we used a machine learning approach to group patient comments into common topics that represent the dominant themes/aspects of patient experience. This analysis highlights the issues patients discuss most,

along with representative keywords that reflect their concerns and praises. The results provide a clear overview of patient feedback and offer insights to guide clinic management and improvement strategies. Table 2 presents the findings:

Table 2  
Dominant Themes in Google Reviews

Theme Labels	Top Keywords	Representative Review Snippets
<i>Patients' overall experiences</i>	experience, great, team, care, excellent, place	<p>"The best dentist in town!"</p> <p>"Conveniently located and always fast and efficient."</p> <p>"Had a great experience with everyone and will gladly be back next time."</p>
<i>Treatments</i>	treatment, hygiene, pain, crown, filling, cavity, wisdom, removed, pulled	<p>"They provide clients education during all phases of treatment."</p> <p>"They offer rewards for keeping good hygiene, and good care of your braces."</p> <p>"I was very nervous and scared with my crown lengthening procedure. The procedure was totally pain free and stress free."</p>
<i>Kids' Dental Experience</i>	kids, pediatric, son, daughter	<p>"They will describe and express all the best options for your child's dental care."</p> <p>"The staff were very welcoming and had such a gentle approach with the kids."</p> <p>"My daughter was so frightened on her first visit, but they made her feel so comfortable and seen! Now when we go, she leaves saying "I love the dentist!"</p>
<i>Professionalism and organization</i>	professional, team, office, efficient, organized, listened, appointment, schedule	<p>"Excellent professional service by Dr. Patel and entire staff."</p> <p>"The office was clean and well organized."</p> <p>"Regardless of being a new patient and having to fill out paperwork, I was seen very quickly."</p>
<i>Insurance &amp; Billing Issues</i>	insurance, pay, bill, billing, cost, network, cover	<p>"They have had several billing errors that go back more than a year".</p> <p>"Full set of X-rays and a deep cleaning, after insurance was \$104."</p> <p>"They also took the time to itemize each cost and explain what insurance does and does not cover to determine out-of-pocket costs."</p>

<i>Emotional Distress</i>	anxiety, phobia, nervous, fear, pain	<p>“They really showed a high level of compassion and understanding to my anxiety.”</p> <p>“I came in with my two toddlers, obviously nervous because I had small children with me at my appointment.”</p> <p>“The staff at this office made it as painless as possible.”</p>
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## V. Measures of Themes Online Reputation

We used **Aspect-Based Sentiment Analysis (ABSA)**, a sophisticated method combining topic modeling and sentiment analysis, to gain deeper insights into customer reviews. ABSA allows us to break down feedback into specific service aspects and understand the sentiment associated with each. Since negative reviews can impact a clinic’s online reputation, we first examined the percentage of negative reviews for each major theme. Figure 3 shows these results. Notably, **insurance and billing issues** and **treatments** are the aspects that generate the most dissatisfaction, highlighting key areas where clinics can focus on improving the patient experience and boosting satisfaction.

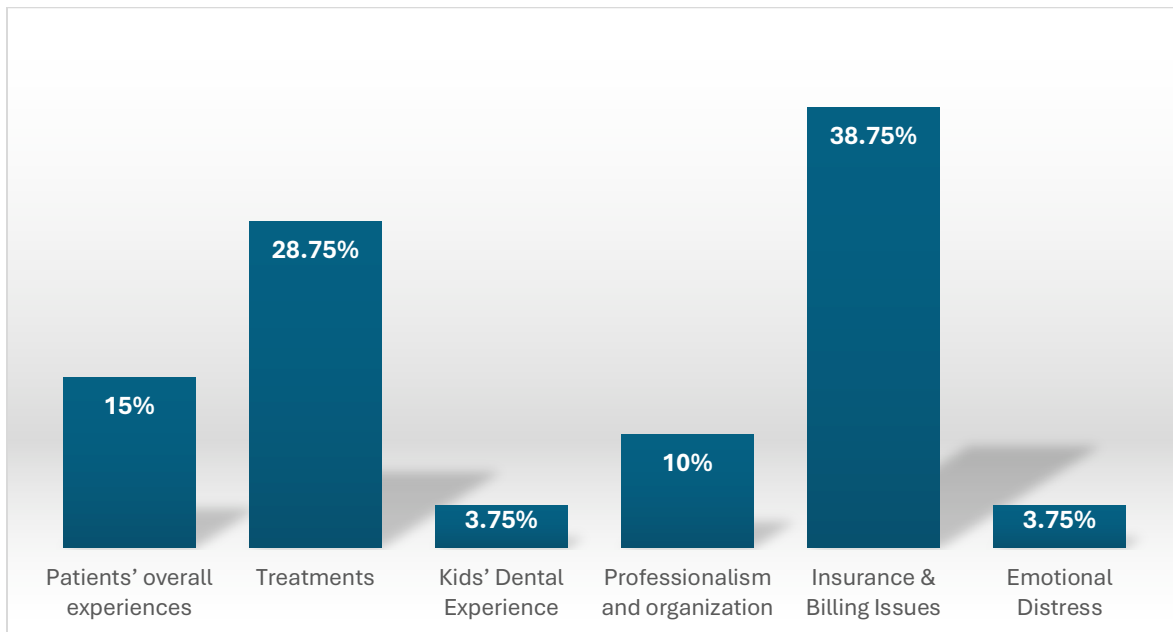


Figure 3: Percentages of Negative Reviews by Major Themes

We also calculated three online reputation measures for each theme/aspect of online reviews. These three online reputation measures provide detailed insights into what patients most often



praise or criticize within this dental market. Table 3 presents the three measures of online reputation based on the results of ABSA analysis.

The **Patients' Overall Experiences** theme ranks highest across all measures, highlighting strong overall satisfaction with the clinics' services. In contrast, **Insurance & Billing Issues** scores lowest on the composite measure and attracts the most negative reviews, identifying a key area where clinics can improve communication and billing processes. The **Emotional Distress** theme shows lower visibility but high favorability, indicating that while patients comment less on this aspect, they generally appreciate the clinics' efforts to reduce stress and make dental treatments more comfortable—an opportunity for clinics to further highlight their patient-centered care.

Table 3  
Three Online Reputation Measures of the Major Themes of Google Reviews

Theme/aspect Labels	Visibility Measure	Favorability Measure	Composite Measure
<i>Patients' overall experiences</i>	1	0.98	0.98
<i>Treatments</i>	0.64	0.94	0.60
<i>Kids' Dental Experience</i>	0.41	0.98	0.40
<i>Professionalism and organization</i>	0.19	0.93	0.18
<i>Insurance &amp; Billing Issues</i>	0.09	0.32	0.03
<i>Emotional Distress</i>	0.04	0.87	0.04

## VI. Conclusion

This study analyzes star ratings and response promptness of Google Reviews for dental clinics in DFW area. Most dental clinics demonstrate exceptional quality, with 92.3% holding star ratings, an average score of 4.65, and half of the clinics earned star ratings over 4.9. Many dental clinics in DFW area respond to Google Reviews quickly. **80.6% reviews were responded within 30 days**, though about **9.5% take over 100 days**, risking missed opportunities to build stronger client relationships.

To gain deeper insights, topic modeling is applied to identify six major themes in the online reviews: *patients' overall experiences*, *treatments*, *kids' dental experiences*, *professionalism and organization*, *insurance and billing issues*, and *emotional distress*. These themes capture the aspects of care that patients most frequently discuss and reveal common expectations, as well as areas of satisfaction and dissatisfaction.

Using the machine learning approach of sentiment analysis, this study then evaluates three measures of online reviews—visibility measure, favorability measure, and composite measure—an index that together captures different dimensions of online reputation. This report presents top three dental clinics with the strongest online reputations in each city of DFW area, ranked by a composite measure that is the combination of visibility measure and favorability measure.

Building on this, the study applies the Aspect-Based Sentiment Analysis (ABSA) approach to evaluate the three measures within each of the six major themes. This analysis highlights how clinics perform across specific aspects of patient experience. Because negative reviews strongly influence a clinic's online reputation, we analyzed their distribution across major themes and found insurance and billing issues along with treatments drive the most dissatisfaction, pointing to critical areas for improving patient experience and satisfaction. Patients are highly satisfied with overall experiences, while insurance and billing issues generate the most negative feedback. The emotional distress theme, though less discussed, is generally well-managed by clinics.