

Dental provider uses automated reminders, reliable customer support to grow practice



Summary

This Michigan dental practice has provided family and cosmetic dentistry services in their area for more than 30 years. Part of a larger dental group, they needed a solution that would allow them to communicate with patients easier, shrink no-shows, and reduce the manual confirmation workload on their admin team. They chose Solutionreach's automation to help them run their office more smoothly and to grow their practice.

Case Study

The dental provider's office manager is tasked with running an efficient, productive, and profitable practice. She said Solutionreach has been just the patient communications solution their office needed to help them reach their business goals and better serve their patients.

"I find Solutionreach to be extremely helpful in the office," she said. "Quite honestly, I couldn't imagine life without it—it's fabulous."

AUTOMATED APPOINTMENT REMINDERS

Like most dental practices, no-shows had been a huge problem for them. Confirming each appointment took a massive amount of time because staff members had to manually call each patient. Solutionreach's automated appointment reminder tool enabled them to send over 28,000 text and email reminders, up their confirmation rate, and drastically reduce the manual burden on their staff.

"Each confirmation call takes approximately 3–5 minutes depending on if you reach the patient right away," she said of their old process. "Depending on the schedule and how many patients you have, that one task can take up a lot of time."

Specialty:
General & Cosmetic Dentistry
PM/EHR: Dentrix



28,300 appointment
reminders sent



Filled last-minute
cancellations in
under an hour



Saved staff 7 hours
per week



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— the practice manager for a Michigan-based dentistry practice

With a daily schedule that averages 20-25 appointments, the impact of adopting an automated reminder system had the net effect of eliminating 7 hours of phone confirmation calls each week.

ASAP WAITLIST

The reminder solution, which includes an ASAP waitlist feature to help them fill last-minute cancellations has also been very effective in helping the practice keep a full schedule and reduce revenue loss.

"There's a huge difference from before Solutionreach. We can now do email and text blasts to fill holes in the schedule instead of reaching out to patients one at a time," the practice manager said. "So, they're actually contacting us for an appointment. We can send appointment blasts and possibly have a patient within an hour to fill a hole in the schedule."

RESPONSIVE SUPPORT

Along with all the many features and benefits the Solutionreach platform provides, she can't say enough about the consistently reliable customer support she's experienced. Being able to get help quickly or get a question answered is a total difference maker for their office.

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Despite having worked more than 25 years in the dental industry, she's never come across an all-in-one patient communication solution that is

able to meet every need like Solutionreach does. Now that she's experienced Solutionreach, she can't ever imagine working at a dental office that doesn't use its revenue-generating messaging and office efficiency tools.

"It's a fantastic program that links to your software, gathers information, and fills your schedule," she said. "Honestly, in my opinion, now that I have Solutionreach, there's no way I would ever operate without it. It's that much of a time-saver for me."

