



Fadel Eye
Professionals

CASE STUDY

When calls go unanswered, patients move on.

Here's how one optical group closed the gap.

Practice overview

CUSTOMER

Fadel Eye Professionals

INDUSTRY

Optical & vision care

LOCATIONS

5 locations · Texas

DATA WINDOW

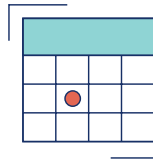
42 days (April 28 – June 9, 2026)

SOLUTIONREACH PRODUCT

Virtual Scheduling

Assistant (Stella)

[Solutionreach.com](https://www.solutionreach.com)



71

Appointments booked

Calls the front desk couldn't reach · 42 days



\$53,250

Production recovered

Avg \$10,650 per location · 5 locations



51%

Scheduling conversion rate

71 of 140 scheduling calls converted



17x

Return on investment

Breakeven at the 3rd booked appointment





The problem: The phones were busy. Patients stopped waiting.

Victor Rodriguez manages five optical and vision practices across Texas for Fadel Eye Professionals. His team is good at what they do. But front desks can only stretch so far. During peak hours and after closing, calls were going to voicemail. And patients who hit voicemail rarely called back.

Rodriguez knew what that silence was costing. His team plans around a \$750 average patient value. Miss just one call per day across five locations and the math compounds fast. His own estimate put the annual revenue exposure at nearly **\$974,000**.

The problem wasn't the staff. They were doing everything right. The gap was structural — a timing mismatch between when patients called and when someone could pick up. The Katy location was the clearest example, but it wasn't the only one.

“Katy was the biggest issue — they were having an extreme amount of missed calls. So this is what kind of brought us to this situation.”

— Victor Rodriguez, Practice Manager, Fadel Eye Professionals

\$974K

Estimated annual revenue exposure

5 locations × 1 missed patient/day × \$750/visit × 52 weeks
Customer's own estimate — the number Rodriguez was solving for.

The approach: A safety net — not a replacement.

Rodriguez deployed Solutionreach's Virtual Scheduling Assistant, known as Stella, across all five locations with a simple, intentional workflow customized to his practice's needs.

The configuration was simple and intentional: staff answer every call first. After four rings with no answer, Stella picks up, engages the patient, and books the appointment. No new workflows. No changes to how the front desk operates. The assistant only activates when the team can't get there.

He made one more deliberate choice. He didn't tell his staff Stella was running.



"I purposely didn't tell them it was on because I didn't want them to rely on it. We want that human interaction as much as possible — it brings a little more authenticity to the company."

— Victor Rodriguez, Practice Manager, Fadel Eye Professionals

The principle behind the setup: humans answer first. Stella catches the rest. Authentic patient interaction stays the front door — Stella is only the back door.

STEP 1



Patient calls

Practice line rings as it always has.

STEP 2



Staff answer first

Human connection stays primary.

STEP 3



Stella picks up

Engages patient, books appointment, logs the call.



4 RINGS



The results: 42 days in, the numbers were right there.

Forty-two days after going live, the Virtual Scheduling Assistant had answered 1,300 calls across all five locations and booked 71 appointments that would otherwise have gone to voicemail. Total production added: **\$53,250** — an average of \$10,650 per location. The scheduling conversion rate was 51%: 71 of 140 scheduling calls converted to booked appointments.

The group reached breakeven with the third booked appointment. Every appointment after that was net recovery. Over 42 days, that added up to a **17x return on investment**.

This approach fits naturally into their contact lens workflow and removes the need for patients to come back in after their initial exam.

LOCATION	CALLS	APPTS BOOKED	SCHEDULING CONV. RATE	HRS SAVED	PRODUCTION
One	428	30	57%	2.6	\$22,500
Two	369	27	60%	2.2	\$20,250
Three	193	6	50%	0.6	\$4,500
Four	145	7	44%	0.8	\$5,250
Five	165	1	7%*	0.7	\$750
Group Total	1,300	71	51%	7.0	\$53,250

*Shavano Park was the newest and lowest-volume location. A 7% conversion rate at this stage is consistent with a ramp-up period for a recently opened or lower-traffic practice. Production figures based on Fadel Eye Professionals' \$750 average appointment value — their internal planning figure.

What's next: From safety net to front-desk partner.

Rodriguez started with Stella as a quiet backstop. Forty-two days in, his thinking has already shifted.

He's now considering moving from a pure missed-call safety net to a smarter setup: scheduling calls route to Stella up front, everything else goes to staff. Cleaner workflows. Sharper conversion.



"We were losing patients before they even got through."

— *Victor Rodriguez, Practice Manager,
Fadel Eye Professionals*



The same human-first principle,
with a more deliberate division of labor.



Why this matters: The missed-call problem is real — and solvable.

Most multi-location optical practices lose patients to voicemail not because of poor care or understaffed teams, but because phones go unanswered during Tuesday afternoon rushes and after 5pm on Thursdays. Fadel Eye Professionals' 42-day results show this problem is significant — the group estimated nearly \$1M in annual exposure — and solvable without disrupting the human-first culture practices work hard to build.

The deployment model Rodriguez used was designed to avoid exactly the concern most practice managers raise when they hear the words "AI scheduling." Staff still answer first. The tool catches what they miss. Patients who reach Stella get helped. Patients who reach a person get the human interaction the practice values.

The ROI in plain numbers

17x

Return on investment

3 appts

To reach breakeven

1,594%

ROI over 42 days

Everything after the 3rd appointment is pure upside.



If missed calls are costing your practice patients, we'd love to show you an easier way.

[Solutionreach.com](https://solutionreach.com)