



CASE STUDY

Dental Associates drives \$600K+ in scheduled treatment through text and online booking

How a multi-location dental group simplified patient communication, improved outreach, and drove measurable revenue without adding complexity

Executive summary

Managing patient communication across multiple dental specialties and locations doesn't always break down because of growth. More often, it becomes difficult to manage because systems don't work together.

For **Dental Associates**, that complexity existed within a large, established organization. What began as a single Milwaukee practice has grown into one of Wisconsin's leading dental providers, with 19 locations, more than 800 team members, and thousands of patients across the state. Their model brings general, pediatric, and specialty dental care together under one organization, often within the same clinic. As the team scaled, communication was spread across multiple tools for texting, reminders, and reviews. This created inefficiencies for staff and made it harder to deliver a consistent patient experience across locations and specialties.

The team needed a simpler, more coordinated approach.

By consolidating patient communication onto Solutionreach, Dental Associates improved consistency across locations, enabled more proactive outreach, and drove measurable revenue through text and online booking without adding operational burden to their teams.



Organization snapshot

ORGANIZATION TYPE

Enterprise Dental Group

LOCATIONS

19 practices

PATIENTS SERVED

~135,000 annually

SPECIALTIES

General, Pediatric, Orthodontics, Periodontics, Endodontics, Prosthodontics, Oral Surgery

SOLUTIONREACH IMPLEMENTATION

2021

PRACTICE MANAGEMENT SYSTEM

Denticon (Planet DDS)

Solutionreach.com

Results at a glance



\$600K+

in scheduled treatment driven through text and online booking



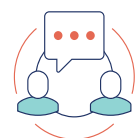
7.4M

total messages sent in 2025



3.3M

messages sent in Q4 alone



**More
consistent**

patient communication
across all locations



**Improved
efficiency**

through group messaging
and centralized workflows



The challenge: Too many tools, not enough alignment

Before Solutionreach, Dental Associates relied on multiple platforms to manage patient communication:

- Podium for texting and reviews
- Relatient for appointment confirmations
- Birdeye for reputation management

Each tool addressed a specific need, but together they created a fragmented system.

Teams were **switching between platforms**, managing separate workflows, and struggling to coordinate communication across locations. This made it harder to deliver a consistent patient experience and limited the team's ability to manage outreach at scale.

At the same time, patient expectations were changing.



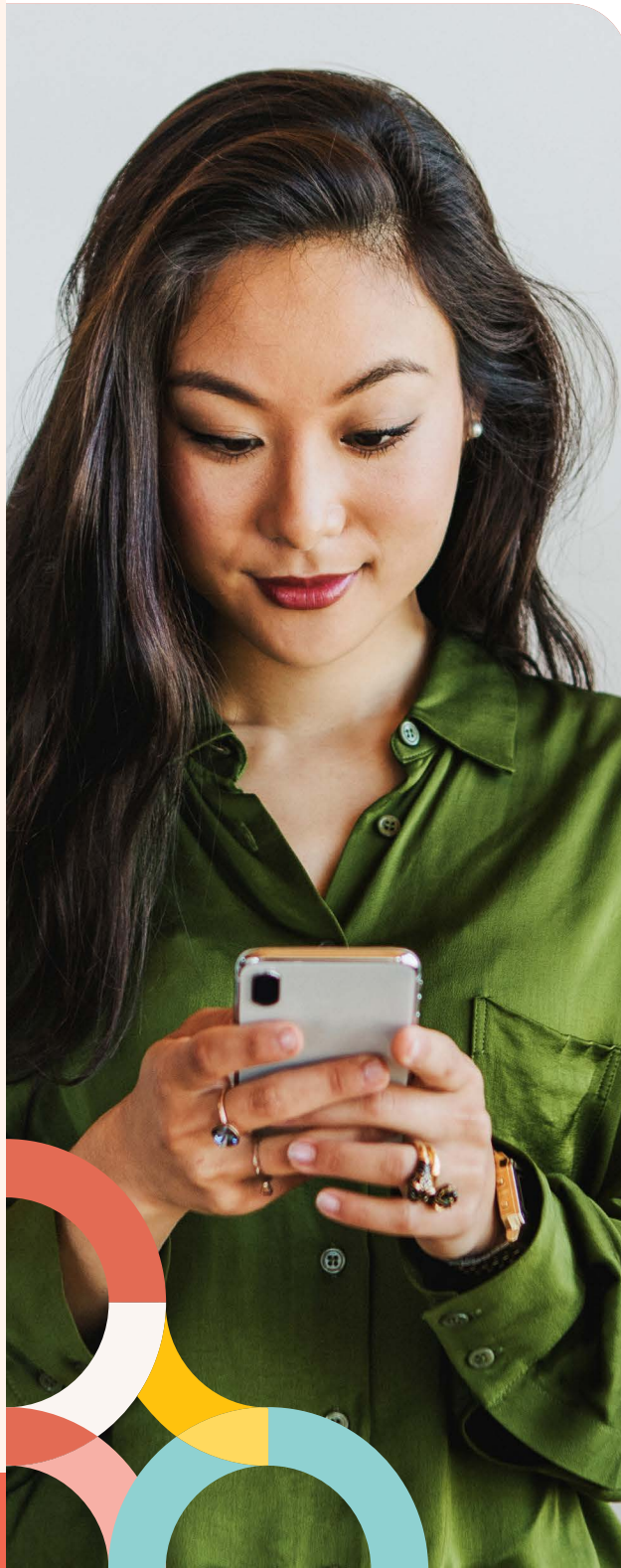
"Patients love texting—they don't want to call."

— Christina Pappalardo, Patient Experience Manager

The team needed a more unified approach that could simplify communication while supporting both centralized coordination and day-to-day execution.

The solution: One platform, coordinated communication

Dental Associates consolidated patient communication onto Solutionreach to create a more unified and scalable system.



Today, the teams across locations use Solutionreach to manage:

- Appointment reminders and confirmations
- Recall campaigns
- Two-way texting
- Smart review invitations and reputation management
- Patient newsletters
- Group messaging for targeted outreach

Bringing appointment reminders, two-way texting, and patient newsletters into one platform helped replace disconnected tools and standardize communication across locations.

Automated reminders make it easier for patients to confirm or adjust appointments, reducing schedule gaps. **Two-way texting** gives patients a quick, convenient way to respond or ask questions, helping reduce phone volume. **Patient newsletters** keep the team connected between visits without adding manual work for staff.

This shift also changed how communication was handled. Instead of each clinic managing its own messages, Dental Associates moved to a centralized texting team, creating a more consistent way to manage patient conversations across locations.

This approach improved consistency while reducing the workload on front-office staff.

Improving utilization and driving revenue

Missed appointments and unscheduled treatment are ongoing challenges in dental organizations.

Once communication was centralized, Dental Associates took a more proactive approach using **recall campaigns** and targeted group messaging to reach patients at the right time.

This made it easier to:

- Fill open chair time
- Re-engage patients with unscheduled treatment
- Drive faster scheduling through text and online booking

The result was a measurable financial impact.

Over \$600,000

in scheduled treatment has been driven through **text and online booking**, excluding phone calls.

Instead of waiting for patients to call, teams can now reach out at the right time and make it easier for patients to schedule.

Reducing manual work with group messaging

Operational disruptions, such as provider schedule changes, previously required hours of manual outreach.

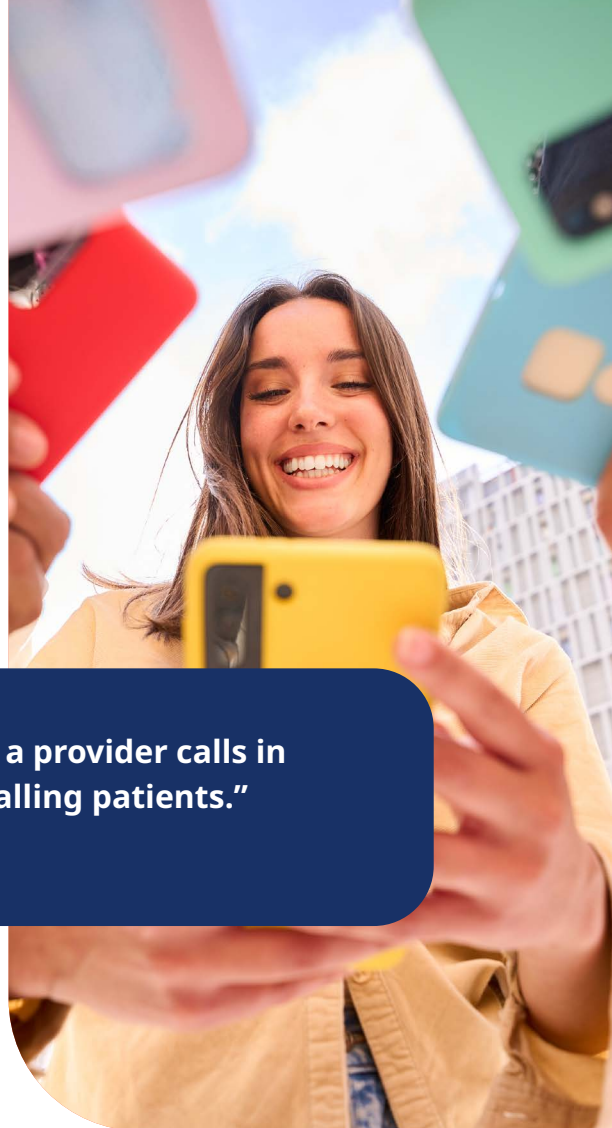
With group messaging, teams can now communicate with targeted patient segments instantly.



“Group messaging is very efficient for when a provider calls in sick and staff doesn’t have to spend hours calling patients.”

— Christina Pappalardo, Patient Experience Manager

This allows staff to respond quickly while maintaining a positive patient experience.



Channel strategy at scale

Dental Associates manages communication at scale using a mix of email, text, and targeted outreach.

Delivery Mix:

83% Email
10% SMTP
7% SMS

Campaign Mix:

65% Newsletter
15% Recall
12% Appointment reminders
37,000 Group messages sent

This mix helps teams stay connected with patients while also supporting timely appointment communication.

Driving consistency across locations

The group now manages patient communication and outreach more uniformly across its locations:

- Coordinated messaging for patients
- Standardized workflows for staff
- Easier campaign execution

As a result, patients receive clearer, more convenient communication, and teams spend less time working across disconnected systems.



Why this matters for enterprise dental leaders

If you manage patient communication across multiple locations, systems, and specialties, Dental Associates' experience may feel familiar.

Disconnected tools make it harder to operate efficiently and even harder to deliver consistent patient experiences.

Solutionreach helps enterprise dental organizations:

- Consolidate fragmented communication systems
- Improve schedule utilization and treatment acceptance
- Reduce manual workload for staff
- Create consistent patient experiences across locations
- Scale communication without adding complexity





Improve patient communication and increase dental practice revenue

If you're managing patient communication across multiple systems and locations, you know how quickly things can fall out of sync.

Dental Associates simplified their approach and turned it into measurable results, including over \$600,000 in scheduled treatment driven through text and online booking.

Solutionreach helps enterprise dental groups do the same by bringing reminders, recall, texting, and outreach into one platform.

Request a demo to see how you can connect with patients more consistently, fill more chairs, and drive meaningful revenue growth.

Solutionreach.com

