

How Patient Prism Led to a **\$1,000,000** **Expansion** of Dental Depot

Patient Prism's tracked data included why new patient acquisition had ground to a halt



During 2020, one of Patient Prism's DSO customer's—Dental Depot, had a significant uptick in missed opportunities to book new patients in two of their locations. How do we know? Because our patented human-assisted CallViz AI (artificial intelligence) software had tracked and analyzed all their new-patient calls.

The significant change in Dental Depot's tracked call metrics got the attention of Patient Prism's Client Success Team, Patient Prism's CEO Amol Nirgudkar, and the Owners and Co-CEOs at Dental Depot. Previously, the front desk teams in these locations had had higher success in converting callers to booked new patients, so what was happening now?

The problem was found...

Jack Waldo, Co-CEO of Dental Depot, and Jillian Householder, Director of Client Success at Patient Prism, took a deep dive into the recorded calls and information tracked by Patient Prism's AI-powered software and interviewed the front desk teams answering the calls. They learned the schedules of the two Dental Depot locations were full.

You might think, "That's a nice problem to have during the pandemic health events of the last year." But is it really?

The reputation of Dental Depot was built on pleasing dental patients. This reputation was driving more and more people to call. These people wanted the high quality, yet sensitive and sensible family dentistry Dental Depot provides in a uniquely comfortable and enjoyable environment filled with railroad memorabilia and decor. If Dental Depot couldn't please prospective patients with the appointments they wanted, their reputation could go down... their patient base would not grow... and their dentists were missing opportunities to converse with new patients about the restorative dental services they needed.

Dental Depot was definitely missing out on significant revenue opportunities these new patients represented.

Find a problem? Fix a problem.

Patient Prism's motto is "Find a problem? Fix a problem." And this is just what we hoped Dental Depot would do.

Dental Depot decided to make a \$1,000,000 investment to expand the two locations with more operatories and associate dentists. They could do this with confidence because: Patient Prism's tracked data included why new patient acquisition had ground to a halt.

Patient Prism's tracked data gave them deep insights into the local market demand.

Dental Depot knew that with Patient Prism they would be able to fill the schedule to maximize their facilities build-out and expanded team.

Not only will Dental Depot be able to provide the dental care services that patients want and need, they also will be able to hire more dental professionals who are eager to work in this truly special dental practice culture that focuses on the enjoyment and satisfaction of everyone involved. The reputation of the DSO will continue to expand.

Patient Prism has helped Dental Depot in multiple ways since 2019.

In the first six months of Patient Prism implementation, Dental Depot recovered \$300,000 in collected revenue from patients who were won back on the follow-up call. "It's astounding what our team has been able to do with this technology in such a short amount of time," said Glenn Ashmore, DDS, Founder of Dental Depot.

Same store sales have been up 6% year-after-year.

“*This was really a game-changer for us,” said Dr. Himesh Kana, DDS, the Managing Partner of Dental Depot DFW. “It doesn’t just show our team why somebody didn’t book. It shows us how to improve. It makes our team instantly better. Once our teams were trained, they understood it’s really about creating a better patient experience. I’ve always felt that was the key to running a successful practice.”*

“It feels great. I feel like we make a difference,” said Rebecca Bowling, the manager of the Patient Scheduling team. “Sometimes patients just need more time to process the information they were given. People may be hesitant to schedule because they fear the dentist or they fear the price, and they appreciate having someone care enough to call them back and guide them through their concerns.”

“The fact that we’ve been able to recover so much surprised me. Those would have been lost opportunities,” said April Sharry, Dental Depot’s Director of Marketing. “I come from a digital marketing agency and have used a lot of call tracking companies in the past. When we started with Patient Prism, I thought, **‘Why didn’t we do this sooner?’**”

Start Now.

Patient Prism holds five utility patents issued by the USPTO and is the only call tracking company that leverages artificial intelligence and human call coaching validation to deliver patients directly to your dental practice.

Successful practices use Patient Prism to track and analyze new patient calls, identify and schedule high-value patients, receive alerts and expert call coaching to win back missed new patient opportunities, train team members, and receive real-time intelligence to improve their staffing, patient experience, and practice marketing.



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