

## Lollipop Dental Earns Fast and Fabulous ROI with Patient Prism



Lollipop Dental has nine pediatric dentists and five orthodontists providing pediatric dentistry and orthodontics in four locations south of Los Angeles—in Cerritos, Placentia, Garden Grove, and Costa Mesa, California.

They are dedicated to providing the same top-of-line care they would give their own kids and view each child as an extension of their own family.



### The Problem

Like most multi-location dental groups, they needed a solution that would quickly help them improve their call-handling success rate and provide the extensive call metrics they needed to motivate their call receptionists and solve problems.



### The Solution

Lollipop Dental implemented Patient Prism in February of 2022. Patient Prism's call tracking and call coaching platform utilizes artificial intelligence to assess every new patient phone call and identify who called, the ad-specific phone number relayed to their office, the dental services requested, the associated revenue opportunity, whether the caller scheduled—and if the caller did not schedule, the possible reasons based on elements of the conversation.

“Patient Prism has been a game changer for us! It allows us to see in real time our call conversions and opportunities, holds our team accountable, and rewards them for a job well done – all in one platform. Our team loves it!”



**Mary Pham, DDS**  
*CEO and Founder*  
Lollipop Dental  
One of the Top 40 Under 40 Dentists  
in America (Incisal Edge Magazine)

**The Solution (cont.)**

Every time a potential new patient ends the call without scheduling, Patient Prism quickly sends an alert back to the practice detailing the caller's concerns and effective phrasing the team can use to call back and convert that patient. In response to these alerts, Lollipop team members could call back and attempt to schedule the new patients they wanted. The alerts and feedback help receptionists rapidly develop optimal conversational skills for engaging new patients.



**Rizza Paghasian**  
Call Center Mgr.  
Lollipop Dental



**Maddie Pulley**  
Client Success  
Patient Prism

In addition, Patient Prism tracks individual team member performance...the number of calls answered and converted to appointments...the number of opportunity alerts called and converted. And Patient Prism rewards receptionists with monthly certificates for hitting target percentages. Dr. Pham knows how each is performing and can now recognize them for their efforts and provide training to fill gaps in their conversational skills and knowledge.

**The Immediate Results**

Within the first 30 days of using Patient Prism, Lollipop dental converted 96% of incoming new patient callers.

This high conversion rate was made possible by Patient Prism alerts to call back prospective patients. In that first month, they recovered \$34,000 in new patient revenue that would have been lost had they not made the callbacks.

**\$1,970**  
March 2022 Investment  
in Patient Prism

**\$34,000**  
New Patient Revenue  
Recovered

**1,625%**  
ROI

in just one month

**Patient Prism is Dental's #1 AI-powered new patient growth platform**

**30% +**

Increase New  
Patient Revenue

**60% +**

Reduce Patient  
Acquisition Cost

**100%**

Optimize Team  
Performance



**Schedule Your Patient Prism Demo Today - [patientprism.com/schedule-demo](https://patientprism.com/schedule-demo)**