



SmilePoint DSO Increases Conversion Rates by 22%

Smilepoint Dental Group is a privately owned dental group in the states of Texas and New Mexico that is rapidly expanding.

Now, with 26 locations in Texas and two in New Mexico, founder and CEO, Abhinav Rastogi, is on a mission to provide the highest quality dental care to communities in and around Houston, Dallas, San Antonio, and Albuquerque.



The Problem

In order to scale Smilepoint, patient acquisition needs to be optimal across all communities Smilepoint serves. Onboarding and training front office team members at a rapid pace requires efficiency in training them and in monitoring their performance so problems can be solved.

When Patient Prism was asked to assess their new patient acquisition, Smilepoint learned their new patient acquisition rate was 63%.

The first problem to be solved was developing phone receptionists. They needed to learn how to have the best conversations possible to convert callers into booked patients. They also needed motivation to call back missed opportunities and win over those new patients.

“Patient Prism has struck the right balance between AI and Human analysis to generate effective and actionable feedback. Additionally, their team is always available for us and we appreciate their weekly training sessions.

At this point, it’s an essential tool for us, and without it we would be flying blind.”



Abhinav Rastogi
Founder and CEO
SmilePoint Dental Group



The Solution

Abhinav Rastogi consulted with Amol Nirgudkar, CEO of Patient Prism, and was impressed by the AI platform and results experienced by other DSOs using Patient Prism. Smilepoint's teams were onboarded with Patient Prism, trained, and began using Patient Prism in March of 2019.



Rosalinda Balderas
Office Manager
Smilepoint Dental



Almarie Burch
Client Success
Patient Prism

The coaching provided by the AI platform develops their receptionists' conversational skills with new patients, and Patient Prism's AI RELO (Re Engage Lost Opportunity) alerts are making it possible to call back and make a second favorable impression on prospective new patients.



The Results

Over two years, new patient acquisition has risen. In March of 2022, the new patient conversion was at 85%. Smilepoint's teams followed up with 99% of their RELOs in March, and in doing so, they recovered 138 new patients that initially said no. **They also generated an additional \$210,000 in estimated revenue in one month!**

"One of the key guiding management principles for us at Smilepoint is 'Measure What Matters.' Calls are the life-blood of any Dental Office, and we were struggling to measure our performance around that key area. Patient Prism allows us to not only measure our team's performance on the phone but also act on the missed opportunities and convert them into appointments." **-Abhinav Rastogi, Founder and CEO**

99%
Follow-Ups

138
New Patients

\$210,000
Recouped Revenue

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