



# Creating Greater Purpose for Their Front Desk at Valley Endodontics & Oral Surgery in Arizona



Valley Endodontics & Oral Surgery, established in 1996 by Dr. Steven Hymovitch, is one of Arizona’s largest and most trusted specialty practices. Over 1,200 dental professionals throughout the greater Phoenix and Tucson areas place their trust in them, referring their patients, and their friends and family members to the practice.

Valley Endodontics strives to be at the forefront of endodontic and oral surgery technology, making them leaders in our industry. **Their reputation has been built around the purpose of putting patients first.**

In November 2021, Dr. Hymovitch and Marisa Cucco, Valley Endodontics and Oral Surgery’s Relations Director, reached out to Patient Prism to begin working with them, and we have worked with four of their offices since that time.



## The Problem

Valley Endodontics struggled with high Call Volume as well as phone etiquette even though the team worked confidently on their phone calls and continuously strived to answer patients’ questions with consistency and grace.

One problem that stood out to Patient Prism during the first two months was assisting patients who did not have referrals from their primary dentists. They were failing to offer solutions to help these patients move forward with their practices.

In April 2022, Valley Endodontics’ conversion rate for New Patients was 68%. However, they were receiving, on average, nine Patient Prism alerts to re-engage lost opportunities (RELOs) each day. Both Central Phoenix and Scottsdale were not following up with their RELOs and had no Award Winners in their Staff Metrics.

“Patient care is always our #1 priority. Patient Prism has created a lasting footprint for us to not only continuously strive towards excellence in patient satisfaction & gain significantly higher patient revenues, but also cultivate a happy teamwork environment amongst our employees.”



**Dr. Steven Hymovitch**  
DDS, MBA, CEC  
Founder and CEO  
Valley Endodontics



## The Solution

In April of 2022, Marisa and Maddie Pulley, a Patient Prism Client Success Coordinator, worked together to develop solutions for the practice to motivate and encourage Central Phoenix and Scottsdale.

Maddie met with Office Managers: Alexis and Jonathan to better understand their Pain Points and develop creative solutions. Patient Prism held two contests for Scottsdale and Central Phoenix in May. The first was offering a Gift Card to the Team Member with the Highest Conversion Rate, and the second was providing lunch to the team with the highest RELO conversion rate.

When meeting with Alexis, Maddie discussed and came up with a call script and identified Goals to work with for the team. Also, we discussed phone etiquette, and Maddie offered solutions to ensure each Team Member was successful with their call basics.



**Marisa Cucco**  
Relations Director  
Valley Endodontics



**Maddie Pulley**  
Client Success  
Patient Prism



## The Results

By May 31st, Central Phoenix and Scottsdale converted 49 missed opportunities and generated \$137,400 in recovered revenue for Valley Endodontics and Oral Surgery. In addition, their conversion rate went up to 74% with New Opportunities.

By encouraging Alexis and Jonathan, both teams worked hard to produce excellent results. And by creating purpose around better meeting the needs of New Patients and doing RELO call backs to New Patients who needed their help, the teams tackled a big job and enjoyed the competition. Their efforts and success will be the new benchmark for Valley Endodontics in its pursuit of raising the bar of their Customer Service and Patient Relations.

**Questions?** Contact Marisa Cucco - [mcucco@dentalrmg.com](mailto:mcucco@dentalrmg.com)

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