



ABOUT OAKVILLE PLACE DENTAL

Dr. Solomon and Dr. Kazdan both grew up in Toronto and were classmates who graduated from the University of Toronto Dental school in 1990. After this, they each associated in the Greater Toronto Area for three years before establishing Oakville Place Dental Office in 1993.

They've enjoyed practicing in the Oakville area for almost 25 years, and now serve over 3,900 patients - with some patients coming back for well over 20 years!

Rochelle, one of the original founders of Oakville Place Dental, has been serving as the Office Manager helping the practice grow year after year.

CHALLENGE

As a big practice, there are certainly many challenges to keep it running efficiently. Rochelle noted that as their practice grew, they would have months of consistent busy schedules, then they would have nothing.

Rochelle mentioned it would often take two to three weeks, at times, to get their practice back to full swing. This challenge often derived from manual process of tracking patients. She said, "when someone came in for their recall they would be put on a list and called 5 months later." While this worked, it would create periods of low patient volume.

Key Points



Their recall process was completely manual. This often caused their staff to spend hours sifting through pages of patients to fill appointments.



Peaks and valleys. They would often have "peaks", months of busy schedules, followed by "valleys", slower weeks.



If I have time. With their recall lists spanning pages at a time, it often required a staff member to set time aside to work the lists.

ACTION

The main goal for Oakville Place Dental was to avoid this “peaks and valleys” experience and aim for a more steady flow of patients. In order to do this they needed a system that would help them automate more and reduce the hours spent sifting through recall patients.


When Oakville Place Dental was first introduced to RecallMax™, they only utilized the appointment confirmations feature. While appointment confirmation rates improved **to 97% per month using RecallMax™**, they were still looking to resolve the bigger issue of peaks and valleys.


Platinum was then introduced and they immediately experienced the full effect of RecallMax™! Rochelle noted this about Platinum, “[It’s] easy to use, helps organize the practice, and cuts down on time.”




THE PLATINUM EFFECT

Let’s take a look at how RecallMax™ Platinum helped Oakville Place Dental in regards to ease of use, organization, and cutting down on time.

 Rochelle and Staff were able to **book 300 patients from their Due and Late lists within the first three months** utilizing the RecallMax™ toolbar!

 **Pre-appointing rates jumped above 80%.** On average, this is around 720 patients getting booked for their next appointment each month.

 In their **first three months of using Platinum, Rochelle’s team scheduled 445 appointments.** Compare this to the previous 12 months where 469 appointments were scheduled.

Additional Benefits From Platinum



For Rochelle, having her dashboard to monitor practice growth and staff performance made it easy for her to help her team perform at a high level.



Rochelle’s favorite feature is the opportunity lists within the app. These made it quick and easy for her to know who to call and what that patient needed.



With RecallMax™ syncing every 5 minutes with their EHR, Rochelle never questioned who needed to be contacted next. This saved the practice hours of time and additional steps.



One problem Rochelle faced prior to RecallMax™ was timely support. Since utilizing Platinum, she has loved the unlimited expert support her team receives.