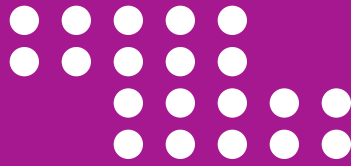


Case Study



How RecallMax™ Helped Vero Dental Spa Improve Workflow

Being one of three locations with Advanced Dentistry Group, owned by Dr. Jay Ajmo, Vero Dental Spa paved the way for Advanced Dentistry Group to thrive through RecallMax™. Since joining the herd, they've experienced easier communication with patients, more same day bookings, and higher efficiency while working unscheduled patient lists due to RecallMax™ automated lists.

Their First 3 Months

- Due/late patients went down **11%**
- Pre-appointments went up **6%**
- Confirmed appointments went up **9%**
- Re-booked **73%** of cancelled appointments

Highlights



Filling **65%** of same day cancellations



Averaging **40** booked appointments per month using the RecallMax™ toolbar



Average patient satisfaction of **9.6** - booking more patients, seeing more patients, all while maintaining high patient satisfaction.

Out With The Old, In With the New

Prior to automation, Vero Dental Spa used sticky notes to manually track their unscheduled patients. As their practice grew, tracking patients became more of a time consuming task that dropped on the priority list.

Amber Reyna, Office Manager at Vero Dental Spa, sought for a better process using automation. RecallMax™ was the exact answer they needed to cut down on time tracking unscheduled patients. Amber noted, "RecallMax™ helped reduce the need to call patients since we could message them directly through the toolbar (without leaving the scheduler)."

Short Notice, ASAP List, Quick Fill

The RecallMax™ Short Notice list - (also known as ASAP List and Quick Fill list) proved to be a game changer for Vero Dental Spa, not only for efficiency, but for revenue growth.

Gone were the days for mass blasting patients to fill last minute cancellations. With the RecallMax™ Short Notice list, Vero Dental Spa no longer had to waste time manually searching for patients to fill those broken appointments. With RecallMax's high level customization, they knew exactly who could fill that appointment time, type, and provider. Vero Dental Spa no longer needed to mass message every patient, but could target patients most likely to accept the appointment.