

123 Dental strengthens patient communication and **raises confirmations 20% with Adit**



Meet 123 Dental

123 Dental, led by Dr. Ali in Ontario, Canada, is a forward-thinking practice that thrives on efficiency and transparency. Office Manager Solmaz describes herself as “tech-savvy” and wanted a system that made everything paperless, connected, and trackable. After many years of benefiting from Intiveo and other patchwork solutions, the team switched to Adit’s all-in-one platform, which is fully integrated with their Abledent EHR.

Challenges

- Relied on multiple disconnected tools: Intiveo (PMS), Formsite (forms), Google Calendar (scheduling), Rogers (phones), and Excel (recalls).
- No call tracking or recordings, leading to missed calls and unresolved disputes between patients and staff.
- Manual Google Calendar updates for online booking created double-bookings and frustrated patients.
- External forms tool required extra fees and manual work to upload into patient charts.
- Reviews trickled in slowly through QR codes and emails, with no way to filter negatives before they went public.

Results

20%

increase in confirmed appointments

5 hours/week

Saved on admin time

4.8

Google reviews grew to 429

99.5%

Digital form completion nearly doubled

Adit will save your life. It will reduce your admin work, make it more accurate, and give you all the features you need at a reasonable cost. It has made my day-to-day so much easier, and I can finally see what's happening in the office even when I am not there.



Solmaz Sadeghian
Office Manager

Life Before Adit

Before Adit, 123 Dental juggled Intiveo, Formsite, Google Calendar, and Rogers phones. Forms required extra fees and manual uploads. Scheduling was chaotic, with patients booking online through Google Calendar only to be told their slot was not really available. Phone disputes were constant, with patients claiming staff were rude or promises were made, but Solmaz had no recordings to verify.

"My front desk said they were polite, but patients complained they were rude," said Solmaz. "I had no way to know who was right. Calls were the one thing I could not control."

means fewer conflicts and faster problem-solving when patients call.

"Now nobody can lie, not the patient and not the front desk," noted Solmaz. "I just listen to the call and send the file if needed. It gives me peace of mind knowing I can always see the truth of what happened."

Adit to the Rescue

Adit replaced all those disconnected tools with one integrated platform: phones, call tracking, texting, reminders, reviews, recalls, digital forms, and online scheduling, all synced directly with Abledent. Now, calls are tracked and recorded, so nothing slips through the cracks.

"Nothing is missed anymore," said Solmaz. "If something slips, I review the list at 8 pm and call the patient back myself. And if a patient says, 'someone promised me a payment plan,' I just send the call recording. It saves so much time and ends the arguments instantly."

02 Digital Forms That Save Hours

Patients now complete forms through links in texts or emails, with 99.5% completion before appointments. Forms auto-attach to patient charts and map fields directly, saving about 5 hours of admin time every week. The team no longer chases signatures or struggles with incomplete forms.

"Mapping fields and auto-attaching to the chart cut so much admin work," explained Solmaz. "Patients actually finish everything before they arrive, which keeps the day moving smoothly. It has completely changed how efficient our intake process is."

03 Texting Improves Confirmations and Communication

Text reminders boosted confirmed appointments by 20%, while patients now text to cancel, reschedule, or send photos for quick triage. The ability to text directly means fewer voicemails and faster communication overall.

"Everyone reads texts," said Solmaz. "Patients send us pictures of a toothache, I show it to Dr. Ali, and it's resolved right away. Confirmation texts are a huge time saver too, because we don't have to double-check them in the system anymore."

The Transformation

01 Phones and Call Tracking End Missed Calls

With Adit's VoIP system, calls are tracked, recorded, and accessible at any time, even after hours. Disputes are resolved instantly, and Solmaz no longer worries about missed opportunities. Having complete visibility



04 Reviews and Online Scheduling Build Growth

Automated review requests added nearly 150 reviews in a year while keeping the rating at 4.8 stars. Online scheduling integrates directly with Abledent, eliminating the old Google Calendar chaos and reducing double-bookings.

"Sending the review link by text before patients even get home means they actually write one," said Solmaz. "And if it's negative, I can handle it before it goes public. That has been such a powerful tool for us."