

A Brush Above Family Dentistry gains 60+ new patients per month with Adit



Meet A Brush Above Family Dentistry

In the heart of Chicago, Illinois, A Brush Above Family Dentistry has built a reputation for delivering beautiful, healthy smiles to patients of all ages. Known for its personalized approach and advanced cosmetic and family dental care, the practice combines technology and compassion to make every visit seamless and efficient. When Office Manager Lili discovered Adit through an AADOM office manager group more than two years ago, she immediately saw potential in the platform's phone integration. That decision would soon transform how her busy front desk team connects with patients every day.

Challenges

- Legacy communication tools (Solutionreach, Comcast phones) resulted in missed calls, limited visibility, and slow response times.
- Inconsistent reminder syncing led to patients showing up on the wrong day and heavier manual confirmation work.
- Limited analytics required manual reporting to track unscheduled treatment and goals.
- Paper and non-integrated digital forms stalled check-in, required scanning, and didn't flow into Dentrix.
- Support from prior vendors was slow and difficult to reach, delaying fixes and improvements.

Results

3

New patients daily converting missed calls with VoIP and tracking

17

Hours saved per week by automating reminders

10%

Revenue growth with a fuller schedule

410+

Reviews at 4.8 stars, 90% reviews post Adit's Pozative modules



Faster patient intake with digital forms and auto-EHR sync

Adit puts everything we need in one screen: phones, texting, forms, analytics. The affordable price point and the built-in call tracking made the decision easy. We looked at others like Weave, but Adit's integration and support were on a different level.



Lili
Office Manager

Life Before Adit

The team at A Brush Above Family Dentistry managed patient communication through Comcast landlines and Solutionreach, but both systems hindered their progress. Missed calls went unanswered, and front desk staff spent hours every day confirming appointments one by one. Attempts to digitize forms only added frustration. The systems struggled to sync correctly with Dentrix, forcing the team back to paper and scanning.

Patients would show up on the wrong day because reminders weren't reliable," said Lili. "We were handwriting appointment cards, scanning piles of forms, and couldn't see who was calling in time to respond. Support was slow, and it felt like we were always waiting.

Adit to the Rescue

After a demo showcasing Adit's VoIP Phones with Call Tracking, Engage texting, Forms integrated to Dentrix, Pozative for reviews, eFax/Email, and Practice Analytics, the team moved forward. Adit's onboarding delivered a quick and seamless Dentrix sync, as well as fast form conversions.

The call tracking is a game-changer. We can review calls for training, trigger automatic 'sorry we missed you' texts, and call right back," explained Lili. "The forms team's turnaround blew us away; they converted our paperwork into clear, patient-friendly digital forms that post directly to Dentrix.

The Transformation

01 Call Tracking Converts Missed Calls into Appointments

Adit Phones replaced aging landlines and brought screen pops, softphones, and real-time call logs. The team now receives instant notifications of missed calls from patients and follows up within minutes, capturing demand that previously went unaddressed. Lili estimates about 3 additional new patients per day from faster callbacks and better phone workflows, with many weeks exceeding 50 new patients overall.

Before Adit, we didn't know who was calling or what we missed. Now, if we miss a call, Adit auto texts right away, and we close the loop," noted Lili. "I'd attribute roughly 70% of those callbacks to becoming new patients because we respond so fast.

02 Texting and Reminders Free Up a Full Workday Each Week

With Engage, confirmations and two-way texting are automated. Based on approximately 200 appointments/week and 5 minutes previously spent per confirmation, the practice saves about 16–17 hours every week. When the schedule shifts, the team uses bulk texts and ASAP lists to backfill openings in minutes.

We used to spend most of the day confirming," said Lili. "Now we batch it to about two hours in the morning, and Adit's automation handles the rest. If there's a cancellation, texts fill the spot within minutes.



03 Digital Forms Accelerate Check-In and Eliminate Scanning

Previously, paper packets and unreliable third-party forms bogged down check-in and created scanning backlogs. Adit pre-sends forms days in advance; patients complete them at home, and submissions are updated in Dentrix. Front desk productivity and patient flow improved immediately.

Check-in used to take 15+ minutes, and we'd still be scanning," said Lili. "Now forms arrive early, we approve with one click, and everything posts to Dentrix. The design quality is fantastic, clear, and easy for patients.

04 Reviews and Reporting Keep the Team Aligned

With Adit Pozative, every visit triggers a review invite. The practice now has over 410 Google reviews, averaging 4.8 stars, and Lili estimates that more than 90% of these reviews were earned after Adit. Practice Analytics centralizes unscheduled treatment, goals, and provider metrics, no more pulling multiple Dentrix reports.

We keep the 'What's happening' panel open all day," said Lili. "New reviews show up in real time, and Analytics lets us see unscheduled treatment and progress to goals at a glance. It's all in one place.