



One dental practice's 5-year journey after replacing **3 software programs with Adit**



Meet the Practice

For over forty years, this Connecticut-based dental practice (which prefers to remain anonymous), has been providing compassionate, personalized dental care to patients. When digital systems began dominating dental operations, this practice relied on multiple vendors to handle communication and patient engagement. The result was a complicated web of software and manual work. Encouraged by his business coach, the doctor explored Adit as an alternative to consolidate these tools under one platform.

Challenges

- Multiple disconnected tools for reviews, patient communication, and forms caused inefficiency and high costs.
- Limited website functionality and outdated design restricted patient interaction and online visibility.
- Manual confirmations, scattered data, and limited phone integration slowed down the front desk.
- Reporting across platforms was inconsistent, making it difficult to track performance and missed opportunities.

Results

1-2 hrs

Daily reduced manual confirmation work

3

Software vendors into one all-in-one platform

330+

Google reviews, averaging 4.9 stars

90%

Patients now complete forms digitally

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Effortless payments with Adit Pay

Over the years using Adit, I've seen how much it's grown alongside our practice. It's not perfect. No software is. But it's practical, reliable, and constantly improving. It's everything we need to keep our office running smoothly.



Practice Owner

Life Before Adit

Before Adit, the team managed patient communication through a patchwork of partially effective tools, including Lighthouse 360, BirdEye, and a separate forms system. Each handled one task, but none connected, forcing staff to jump between programs all day. They spent hours confirming appointments and chasing reviews, while the outdated website struggled to attract or engage new patients.

"I was using three different vendors to do what Adit could do in one system," said the doctor. "It was fragmented and time-consuming. We were always switching between systems. It just made sense to consolidate."

Adit to the Rescue

The practice switched to Adit in 2021, beginning with website redesign services that modernized the practice's online presence. Integration with Open Dental provided instant access to patient data, while Adit's Engage module, Digital Patient Forms, Adit Pay, and Pozative features centralized all patient communication and team workflow management.

"You could see the evolution over time," noted the doctor. "Adit kept adding features over the years that made sense for a real dental office."

The Transformation

01 Reduced Repetitive Tasks with Communication Efficiency

With Adit's integration with Open Dental, the team finally had one source of truth and could manage everything from one place. Instead of switching

between different systems, they handled texts, reminders, and calls through a single platform. The front desk moved faster when confirming appointments, following up on missed calls, and reaching patients right away. The change cut 1-2 hours of repetitive work per day and made each day run more smoothly.

"Adit saved us at least one to two hours a day in manual confirmations and callbacks," explained the doctor.

02 Modern Website Upgrade and Online Reputation Growth

Adit's marketing services team gave the practice's website a complete refresh and maximized SEO. This revamp made it easier for patients to find the practice and book appointments online. After setting up Pozative, automated review requests ran in the background, and the practice steadily built more than 330 Google reviews and a 4.9-star rating.

"Our website finally reflects who we are as a practice," said the doctor. "Patients tell us they found us on Google and felt confident booking right away because of our reviews. That kind of trust makes a big difference."

03 Faster Check-Ins and Payments

With Adit's Digital Patient Forms, over 90% of patients now complete their forms online before they even arrive. That simple change keeps check-ins moving quickly and eliminates the paper clutter that used to slow things down. Billing has also become easier. Adit Pay moved most payments online or via text, and gave patients more flexible ways to pay.



The remote calling feature was invaluable," said the doctor "Patients saw the office number, not my personal cell. It gave me control and peace of mind.

04 Real-Time Analytics and Mobile Access

Adit's Practice Analytics module provided easy-to-read dashboards with real-time visibility into calls, production, and unscheduled treatment. This helps the team identify missed opportunities and track goals daily. Paired with the Adit Mobile App, the doctor could manage communications remotely, ensuring continuity even outside office hours.

The analytics helped us see where to focus our time and improve our processes," concluded the doctor. "Support has been 98% excellent. I don't regret signing up. Adit helped keep my practice running efficiently during some very difficult years.