

Amanda Ball DMD Family Dentistry boosts annual collections
by \$200K while saving 2 hours/day with Adit



Meet DMD Family Dentistry

Located in Longview, Texas, Amanda Ball DMD Family Dentistry is a patient-centered practice owned and run by Dr. Amanda Ball, which prides itself on treating patients like family while embracing technology that enhances both the patient and team experience. Dr. Ball discovered Adit after acquiring the practice in April 2025 and encountering immediate communication challenges with the existing AT&T phone system (including losing access to voicemails entirely). After seeing Adit recommended in a Facebook group, Dr. Ball demoed it and realized Adit offered not just phones but a fast, all-in-one system without costly contracts or dependence on third-party IT companies.

Challenges

- No access to voicemails via AT&T after practice acquisition, creating immediate patient communication risks
- Front desk manually calling patients for confirmations, recalls, and reminders
- No automated review generation or digital intake workflows in place
- Limited IT support options without costly upgrades or long-term contracts

Results

2 hours/
day

Saved at the front desk

66%

Increased annual collections

7X
monthly

Grew new patients

65

Google reviews in just 9 months

\$200K

Revenue growth

Adit is one of the best tools that I've incorporated into my practice. Adit exceeded my expectations pretty much from the start. Phones arrived the same week, and they really helped me get up and running so quickly. Since then, I've honestly been Adit's biggest cheerleader because they helped me when no one else would.



**Dr. Amanda Ball,
DMD.**

Life Before Adit

Before Adit, Dr. Ball had firsthand experience with the limitations of traditional phone systems. At her previous practice, she was locked into an expensive AT&T contract that offered little flexibility or support. When she acquired her Texas practice, those same challenges followed. Only this time, the office completely lost access to voicemails. Attempts to resolve the issue led to an IT company quoting \$5,000 for a system upgrade and another proposing a \$500/month service plan, neither of which addressed her immediate needs.

The light on the phone was blinking, saying there were voicemails, but we couldn't get to them," explained Dr. Ball. "AT&T wouldn't give me access, and I couldn't get a hold of the seller. I was just stuck.

Adit to the Rescue

After a quick Adit demo, Dr. Ball realized Adit could solve multiple problems at once. Within days, phones were delivered, plugged in, and fully operational with complete number porting from AT&T. In addition to reliable phone service, Adit also included automated reminders, texting, digital forms, and direct EHR integration with Dentrix. Adit immediately modernized the practice's communication workflow without requiring outside IT support.

Adit was fantastic with getting my numbers ported over," said Dr. Ball. "I don't know how they got us up and running so quickly, but I was very, very impressed and thankful.

The Transformation

01 66% Revenue Growth without Heavy Marketing

In less than a year, the practice experienced a dramatic increase in collections. This growth occurred with minimal advertising, relying instead on operational efficiency, improved patient communication, and word-of-mouth referrals supported by Adit's Pozative automated review messaging system.

When I purchased the practice, it was collecting about \$300k a year," explained Dr. Ball. Just from April to December, we were already at \$400k, which would put us at about \$500k annually. That's a 66% jump!

02 2+ Hours Saved Daily at the Front Desk

Before Adit, appointment confirmations were handled entirely by phone. Automated confirmations and texting eliminated phone tag, allowing staff to focus on higher-value tasks and support other areas of the practice.

My front desk receptionist was on the phone at least two hours a day calling patients to remind them about appointments," noted Dr. Ball. "Now that time is completely freed up.

03 Up to 7X New Patient Growth

Despite being out-of-network, the practice went from getting 1-2 new patients per month to up to 10. That's a 7X increase. Dr. Ball attributes most of that growth to a strong online reputation thanks to

Amanda Ball DMD Family Dentistry



automated review requests and the efficiencies Adit helped them achieve.

Under previous ownership and before we implemented Adit, the practice got about one or two new patients a month," said Dr. Ball. "Now we're seeing anywhere between eight and ten. I know that doesn't sound like much, but for a fee-for-service practice, it's a big difference.

04 65 Google Reviews in Just 9 Months

Adit's Pozative module allowed the team to automate review requests and help the practice build instant credibility. These reviews continue to fuel organic growth without paid advertising.

We've only been open about nine months, and we're already up to 65 Google reviews," noted Dr. Ball. "The practice before had been there 20 years and only had four.