

How Barrios Vision increased patient visits by 20% while saving staff 3 hours per week with Adit



Meet Barrios Vision

Barrios Vision is a growing eye care practice in Green Brook, NJ, focused on providing high-quality care and building strong patient relationships. As the practice grew, office manager Idaliza saw that their communication systems were getting harder to manage. The team used Eaglesoft for practice management, Weave for communication, and CallRail for call tracking. Each tool worked separately, but using all three made things more complicated for the staff.

Challenges

- Staff switching between 3 separate systems including Weave, and CallRail to manage patient communication throughout the day, slowing workflows
- Limited visibility into where patient calls were coming from
- It was hard to track missed calls and potential patient opportunities
- They did not have clear data showing which marketing efforts brought in new patients

Results

3 Hours/week

Saved staff by managing communications in one system

20%

Increased the number of overall patients seen

20%

Reduced the no-show rate by using automated appointment reminders

20%

Boosted online reviews using Adit's Pozative reputation management software



Now the team can see all incoming calls using **call tracking and analytics.**



Better marketing insights helped the team make smarter campaign decisions

Before Adit, we were juggling Eaglesoft, Weave, and CallRail. It felt like every task required opening another system. Adit brought everything together into one place, which made our administrative and operations tasks dramatically simpler and easier to manage.

Idaliza
Office Manager

Life Before Adit

Before using Adit, staff had to switch between several platforms all day to manage patient communication. They checked different systems for calls, messages, and reports, which made daily tasks take longer. It was also tough for the team to see how patients were finding the practice. Without good call tracking and reporting, they could not tell which marketing efforts were working.

We had different platforms doing different things, and it made our processes more complicated than they needed to be," explained Idaliza. "It was hard to really see where our calls were coming from.

to see. With improved visibility into incoming calls and more streamlined communication, the team could respond to patient inquiries faster and avoid missed opportunities. Call tracking and analytics helped staff identify where calls were coming from and ensure that potential new patients were properly handled. This improved responsiveness allowed the practice to convert more inquiries into scheduled appointments.

Now that we can see every call and where it's coming from, we're able to follow up more effectively and make sure we're not missing opportunities, explained Idaliza. That visibility alone has helped us grow the number of patients we're seeing.

Adit to the Rescue

Adit helped Barrios Vision bring all its communication tools together in one platform. Now, the team can manage calls, texts, and analytics from a single software, making daily work easier. With built-in call tracking and recordings, they can see where calls come from and review conversations when needed. This gives the team better insight into patient interactions and how their marketing is performing.

One of the biggest improvements has been the visibility we now have into our calls, said Idaliza. We can see how patients are finding us and make sure we're responding to every opportunity.

02 20% Fewer No-Shows With Automated Appointment Reminders

Missed appointments were another challenge that Adit helped solve. By implementing automated appointment reminders, Barrios Vision reduced its no-show rate by 20%. Patients now receive consistent reminders through automated communication, helping them remember upcoming visits and confirm appointments more easily. As a result, the schedule stays fuller, and the team spends less time chasing down patients manually.

The automated reminders have made a big difference, explained Idaliza. Patients show up more consistently, and our team doesn't have to spend as much time making reminder calls.

The Transformation

01 20% More Patients Seen Through Better Communication

After implementing Adit, Barrios Vision saw a 20% increase in the number of patients they were able



03 20% More Online Reviews Strengthening Reputation

Barrios Vision also improved its online reputation using Adit's Pozative reputation management software, which helped the practice increase online reviews by 20%. After appointments, patients are prompted to leave feedback, making it easier for satisfied patients to share their experiences. The steady growth in positive reviews has strengthened the practice's online presence and helped attract new patients searching for eye care providers.

The review system makes it simple for patients to leave feedback, said Idaliza. We've seen more reviews come in, and that's helped us stand out online.

04 Saving 3 Hours Per Week With One Unified System

Perhaps one of the biggest day-to-day improvements has been efficiency. By replacing multiple tools with a single platform, the Barrios Vision team now saves approximately 3 hours per week in administrative work. Staff no longer have to switch between Eaglesoft, Weave, and CallRail to manage patient communications or reports. Instead, everything is handled in one dashboard, allowing the team to focus more time on patient care.

Having everything in one place has made a huge difference, concluded Idaliza. We're not constantly jumping between systems anymore, and that alone saves our team about three hours every week.