

Caldera Dental Group achieved **30% revenue growth with Adit**



Meet Caldera Dental Group

Caldera Dental Group, in Redmond, Oregon, has been part of the community for over 30 years. The team blends the latest technology and treatments with a warm, gentle approach that helps patients feel at ease whether they're in for a simple cleaning or something complex.

Office Manager Shawna first came across Adit at the AADOM convention. She did her homework, looked into NexHealth and Weave, and compared what each system offered. In the end, Adit was the clear winner. It gave her team everything they needed at a price point that made sense.

Challenges

- Dentrix Hub constantly failed with form submissions, frustrating staff and patients
- Dropped and missed calls meant lost opportunities
- Too many last-minute cancellations and no-shows
- Hours wasted on manual confirmations and phone calls
- Looked at other platforms like NexHealth and Weave, but they were pricey and incomplete

Results

16^{hours/}
week

of admin time saved

25%

Dropped calls cut by
using VoIP and call pop

25%

Patient retention up
with easier recall and
communication

30%

Revenue up, thanks to
fuller hygiene schedules

95%

No-shows and cancellations down with texting and forms

Adit's all-in-one platform has completely changed our efficiency. For the price, nothing else came close. We looked at other systems, but either they were missing features or they cost way too much. Adit gave us the value we needed, and we've stuck with it ever since.



Shawna
Office Manager

Life before Adit

Before Adit, things were messy. Dentrrix Hub was unreliable. Forms didn't submit properly, and patients would show up thinking everything was taken care of, only for staff to discover nothing came through. Calls were being missed, schedules were full of holes, and the team was spending hours chasing down confirmations.

It was when the Hub kept failing us on forms," Shawna recalled. "Patients would fill them out, hit submit, and nothing. I was tired of it. I called Adit, and within a month we had phones and forms working the way they should.

Adit to the rescue

Switching to Adit turned things around. Phones, texting, and forms all lived in one place. Onboarding was smooth. Shawna remembers the setup day as straightforward, with Adit's team guiding her IT guy through the details. Call tracking and Call Pop meant fewer missed opportunities. Automating and digitizing forms and texting took hours of manual work off the staff's plates.

Patients love the automated reminders," she explained. "It's cut our cancellations and no-shows way down. What I really like is being able to set the timing of the texts and adjust them. It's flexible, and it works.

The transformation

01 30% Revenue Growth

Once the schedule stabilized, revenue climbed. Hygiene appointments stayed booked, and the practice saw around a 30% increase in revenue.

Patients showed up when they were supposed to, and the flow of the day became much more predictable.

Adit keeps our schedule full, and that alone has grown our revenue by 30 percent," Shawna noted. "We're not staring at empty chairs anymore. Our team stays busy, and patients get seen on time.

02 95% Fewer No-Shows and Cancellations

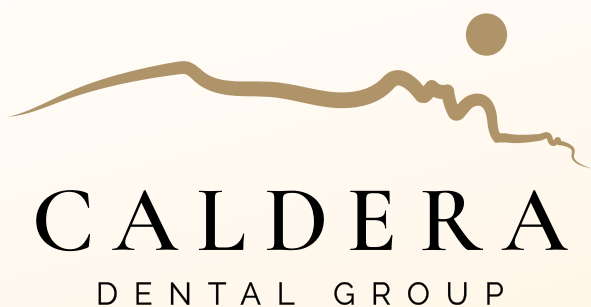
Text confirmations and clear cancellation policies nearly eliminated last-minute drop-offs. With forms reinforcing policies and texting making it easy to reach patients quickly, the staff finally felt in control of the schedule again.

Our last-minute cancellations and no-shows dropped by about 95 percent, Shawna said. "Most patients prefer texts anyway. Now they get reminded in a way that fits their lives, and it works.

03 16 Hours Back Every Week

Automating forms and reminders freed up about 16 hours of staff time every week; two whole workdays in their four-day schedule. That time now goes back into patient care and team development instead of endless phone calls.

Just the automated texting alone saves us about 16 hours every week," she continued. "That's huge. The team feels less stressed and more focused on patients, not paperwork.



04 25% More Patients Sticking Around

With better communication and smoother follow-up, retention climbed by about 25%. Patients stayed on track with recalls and preventive care, and the team no longer struggled to keep them engaged.

Retention has gone up about 25 percent since we started using Adit," Shawna said. "Patients feel connected to us because we're reaching them in ways they actually like."