

Canton Orthodontics recaptures **\$12K/week** and **cuts no-shows by 75%** with Adit



Meet Canton Orthodontics

For Dr. Ali Azadi and his team, orthodontics isn't just about straightening teeth; it's about delivering an experience that feels easy and supportive for every patient and family. With two locations in Roswell and Canton, Georgia, Canton Orthodontics pairs advanced orthodontic care with a warm, family-focused environment. Their close collaboration with a pediatric dentist and hygienist next door allows families to coordinate dental and orthodontic care seamlessly in one place. As the practice grew, maintaining fast, dependable communication became vital, which led the team to implement Adit at their Canton location 2.5 years ago and expand it to their Roswell office 7 months ago to keep both practices connected with patients at all times.

Challenges

- Missed patient calls when the office was closed, or staff were unavailable
- Manual phone systems with no visibility into missed inquiries
- Front desk staff spent hours confirming appointments manually
- Higher no-show rates due to inconsistent confirmation processes
- Limited communication tools to respond quickly to patient questions

Results

3-4 **Added** new patients per week by capturing missed calls and inquiries

4 **Hours/week** **Saved** through automated reminders and digital forms

40% **Doubled** appointment confirmations

75% **Reduced** no-shows with automated reminders (from 20% to 5%)

\$12K **Recovered** in weekly production by recapturing previously missed patient opportunities

For me, the biggest thing with Adit is accessibility. We can always communicate with patients and make sure we're not missing anyone who's trying to reach us. Even if the office isn't physically open, we can still see calls, text patients back, and stay connected. That peace of mind knowing nothing is slipping through the cracks has been huge for our practice.



Dr. Ali Azadi
Orthodontist

Life before Adit

Before implementing Adit, the practice relied on traditional phone lines that staff managed during office hours. If patients called after hours or when the front desk was busy, those inquiries were often missed entirely. In addition to missed patient opportunities, the front desk team also spent significant time manually calling patients to confirm appointments, reducing the time available to help new patients or handle insurance verification. If a caller didn't leave a voicemail, the practice had no way of knowing they had tried to reach the office.

"When we first took over the practice, I asked who handled calls after hours or on weekends," said Dr. Azadi. "The answer was nobody; we would just call them back later. Realizing how many potential patients were slipping through the cracks was honestly alarming."

Adit to the Rescue

Implementing Adit gave Canton Orthodontics an integrated platform for managing patient communication across both locations. With call tracking and visibility into missed calls, the team can now identify and follow up with potential patients even if they didn't leave a voicemail. Two-way texting and automated reminders also make it easier for patients to confirm appointments or communicate with the practice quickly. The result is stronger communication, better scheduling visibility, and a more efficient front desk operation.

"With Adit, we're always accessible. Even if the office isn't physically open, we can see calls, text patients back, and stay connected," Dr. Azadi explained. "It gives me peace of mind knowing we're not missing opportunities to help patients."

The Transformation

01 Turning Missed Calls Into New Patients

Before Adit, missed calls often meant lost opportunities. If staff were away from the phone or the office was closed, potential patients might never receive a response. With Adit's Call Tracking and visibility into missed calls, the team can now quickly follow up and convert those inquiries into scheduled consultations. This ability to capture previously missed patient opportunities has become one of the practice's biggest drivers of growth.

"Now we can see every missed call and follow up right away. That alone brings in about three or four new patients a week that we would have completely missed before," said Dr. Azadi. "For us, that's about \$12,000 a week in production we would have lost without it."

02 Slashing No-Shows with Automated Reminders

Manual appointment confirmations once required staff to spend significant time calling patients individually. With Adit's automated reminders, patients now receive text notifications and can confirm their appointments instantly. This dramatic improvement keeps the schedule predictable while reducing production losses from missed appointments.

"Before Adit, our no-show rate was probably around 15–20%," noted Dr. Azadi. "Now it's closer to 5%."



03 Doubling Appointment Confirmations

Automated reminders have also dramatically boosted patient engagement with appointment confirmations. Instead of relying on phone calls, patients can confirm appointments directly through text messages. With more appointments confirmed in advance, the team can plan their day with greater confidence and keep schedules running smoothly.

"Patients just hit 'C' to confirm their appointment," said Dr. Azadi. "Confirmation rates have gone from around 40% to about 80%."

04 Freeing Up Staff Time for Patient Care

Automation has also significantly improved front desk efficiency. Previously, staff spent hours manually calling patients to confirm appointments. Adit's automated reminder system has eliminated that repetitive task. Digital patient forms further simplify the process by allowing patients to complete paperwork before arriving at the office.

"Before, our front desk manager was spending an hour or two calling patients to confirm appointments," concluded Dr. Azadi. "Now that process is automated, which frees her up to help new patients or handle insurance instead."