

adit

CANTON ORTHODONTICS



“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



Orthodontics



Roswell & Canton, Georgia



2 offices

Canton Orthodontics

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

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

Solutions

- **VoIP Phones** track and recover missed patient calls
- **Two-Way Texting** to communicate instantly with patients
- **Automated Appointment Reminders** reduce no-shows and confirm visits
- **Digital Patient Forms** streamline new patient onboarding
- **Call Tracking** identify and follow up on missed opportunities

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		