

Colorado Injury & Wellness **increased monthly collections by 60%** with Adit



Meet Colorado Injury & Wellness

Located in Colorado Springs, Colorado Injury & Wellness is led by Dr. Austin Clarke, a chiropractor focused on helping patients move, recover, and feel their best through a streamlined, patient-first experience. As the practice grew, Dr. Clarke realized his systems needed to evolve to keep up with rising demand, but finding the right solution was not straightforward. When a trusted contact recommended Adit at Parker Seminars, Dr. Clarke decided to take a closer look at Adit's all-in-one software. He evaluated other options like Aloha and Review Wave, but ultimately chose Adit for its combination of value, breadth of features, and the confidence he had in the team behind it.

Challenges

- Limited systems in place beyond Jane App and a local VoIP provider
- Manual reminders and patient communication consumed front desk time
- Google reviews were growing slowly despite strong patient relationships
- Disconnected tools made it difficult to manage patient communication efficiently
- No consistent marketing automation or email outreach process

Results

5 Hours/week	Saved at least eliminating manual reminders and follow-ups	20 new patients/month	Added new patients/month through improved access to communication	40%	Improved confirmed appointments with more reliable patient communication
45%	Increased Google reviews with automated, consistent outreach	60% (from \$50K to \$80K)	Increased monthly collections using Adit in conjunction with marketing and coaching initiatives		

You can't beat Adit's features, and you can't beat the price. As far as what it's going to do for you in your office, if you fully utilize it, it's worth every penny and then some.



Dr. Austin Clarke
Chiropractor

Life before Adit

Before implementing Adit, the practice relied on a patchwork of tools that operated independently. Dr. Clarke used Jane App for EHR, a separate local phone provider, and Mailchimp for email, yet none of these were used to their full potential. Marketing efforts were inconsistent, communication required too much manual effort, and opportunities to engage patients were slipping through the cracks. The systems were there, but they were not driving growth or efficiency.

"I didn't really have too many systems in place beforehand," explained Dr. Clarke. "I had Mailchimp, and I think I sent out two, maybe three emails in six months. I wasn't utilizing it at all."

monthly collections from \$40k-\$50K up to \$70K-\$80K. While Dr. Clarke credits multiple factors, including coaching and marketing, Adit played a key role in making that growth manageable. By improving communication and operational efficiency, the team could handle more patients without feeling overwhelmed. Instead of adding complexity, growth started to feel sustainable.

"We went from averaging anywhere from \$40K-\$50K a month to now collecting anywhere from \$70K-\$80k a month," noted Dr. Clarke. "There are other factors that come into play, but Adit has been one of the driving forces that made that easier. It's made life easier, and that's what's most important to my team and me."

Adit to the Rescue

Adit unified communication, scheduling, reviews, and patient engagement into one system, increasing efficiency and enabling the team to enhance service quality. One of the biggest shifts came from texting and automated reminders. Patients could now communicate directly with the office in a way that felt natural, without unfamiliar numbers or extra friction, while the team spent far less time chasing confirmations.

"The texting is a massive thing," said Dr. Clarke. "I love that it comes from our phone number, not some external 888 number. Patients can just text the office to reschedule an appointment or ask a question, which saves us quite a bit of time. It's a lifesaver."

02 Turning Reviews Into a Growth Engine

Before Adit, reviews were slow and inconsistent. In the two years prior, the practice had only added a handful of new reviews. With Adit's Pozative module and automated review requests, that changed almost immediately. Reviews began coming in consistently, resulting in a 45% increase overall and even double-digit growth in a single month. What once required effort and attention became something the practice could rely on.

"The biggest thing that comes to mind is the Google reviews and knowing that stuff is happening," said Dr. Clarke. "We've had 11 new reviews this month alone, and that's a big deal for us."

The Transformation

01 From Operational Complexity to \$80k Months

As systems became more streamlined, growth followed. Colorado Injury & Wellness increased

03 Giving Time Back to the Front Desk

Prior to Adit, reminders and follow-ups were manual, repetitive, and time-consuming. Now, those processes run automatically in the background,



with Online Scheduling, Automated Reminders, and Two-Way Texting working together to reduce front desk workload. Even with the transition to ChiroTouch EHR, Adit helped create a smoother booking experience for patients while making it easier for the team to manage appointments without constant back-and-forth.

"I would honestly say it's saved probably at least 5 hours a week, at the very least," reported Dr. Clarke. "Patients love being able to just message us and schedule their stuff. If we're on the phone and someone else is calling in, texting just makes it seamless."

04 A Platform that Grows with the Practice

What stood out most to Dr. Clarke was what Adit is capable of delivering over time. As the team explored more features, they continued to find new ways to improve efficiency and patient experience. With plans to implement Adit's AI Front Desk Agent in the coming month, the practice is already looking to further streamline front desk operations and enhance patient interactions.

"Adit is like a brand new cell phone," concluded Dr. Clarke. "You use a few features right away, but then you start discovering everything else it can do, and you realize how helpful it really is."