

Dr. Martin A. Ruelas' dental practice **dropped 2 other platforms** and **boosted revenue 20% with Adit**



Meet Dr. Martin A. Ruelas Dental Practice

Located in Peoria, Illinois, Dr. Martin A. Ruelas' dental practice is known for providing quality care in a welcoming, patient-centered environment. Office Manager Shana, who oversees operations, first discovered Adit at the Chicago Midwinter Dental Conference. After years of struggling with fragmented software solutions, she quickly saw the potential of Adit's all-in-one platform.

Challenges

- Patients ignored appointment reminders sent from random numbers, mistaking them for spam.
- No digital forms available, so patients completed paperwork in the office, delaying check-ins and increasing staff stress.
- Heavy reliance on manual phone calls for confirmations, recalls, and cancellations.
- Inefficient management of last-minute cancellations using paper lists.
- Slow review generation with only 1–2 patient reviews per month.

Results

6–8	Hours saved per week by eliminating manual paperwork	10–15	New patients per month	20%	Increase in revenue	20%	Reduction in no-shows
30%	Increase in confirmed appointments	50%	Last-minute cancellations filled using ASAP lists	75%	Increase in patient reviews in less than a year		

I wouldn't call Adit just another software system. It's really become part of how we run the practice. From saving hours each week to boosting our reviews and reputation, it's made life easier for our team and patients alike.



Shana
Office Manager

Life before Adit

Before switching, the practice used Dentrix Hub and Solutionreach for patient communication. While they provided some basic functionality, the workflows weren't as smooth or efficient as the team needed. Text reminders often went unnoticed since patients didn't always recognize the numbers they came from. Without digital forms, paperwork had to be completed in the office, which slowed down the check-in process. Staff also managed confirmations and recalls manually, which took extra time each week. Reviews came in occasionally, but the volume was low compared to the practice's goals.

With Adit, patients complete everything ahead of time," said Shana. "And our hygienists can bring them back within minutes of arrival.

Adit to the rescue

After switching to Adit, the transformation started quickly. With fully integrated, customizable digital forms, patients now complete 90% of their paperwork before stepping into the office. Automated appointment reminders, two-way texting, and use of the practice's real office number eliminated communication barriers. The ASAP list ensured cancellations no longer meant lost revenue, and Adit's review requests skyrocketed the practice's online reputation.

Our patients love that they can text us," noted Shana. "Many work during our hours and don't have time to call. It's simple for them to confirm an appointment or ask a question by text, and for us, it saves hours of manual calling every week.

The transformation

01 Streamlined Patient Check-In and Appointments

With 90% of patients completing forms ahead of time, appointments start on time and run more smoothly. Because forms are now completed ahead of time, hygienists and assistants can seat patients quickly after arrival instead of waiting for paperwork. This improvement frees up 6–8 hours of appointment capacity each week, giving providers more time to focus on care rather than paperwork delays.

Digital forms have been a game-changer," said Shana. "Our turnaround time is so much faster, and our team can focus on patient care instead of waiting for paperwork.

02 More Reliable Scheduling

With Adit, reminders go out automatically by text and email multiple times before the appointment. Since messages come from the practice's real office number, patients trust them (unlike other systems which use random numbers that felt like spam). Automated reminders and two-way texting cut no-shows by 20% and boosted confirmations by 30%. The front desk now saves 2–3 hours per week previously spent on manual phone calls.

The best part is we're not spending hours calling 50 patients to confirm appointments," explained Shana. "Adit does it for us.

03 Maximizing Every Appointment Slot

Adit's ASAP list feature allows the team to fill 50% of daily cancellations, preventing lost production. As soon as a cancellation occurs, the system can

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instantly notify waitlisted patients by text, making it easy for them to claim the open slot. Staff no longer needs to rely on handwritten lists and manual calls.

We use the ASAP list almost daily, and half the time, patients grab the spot," continued Shana. "It keeps our schedule full and productive.

04 Building a Stronger Online Reputation

Since implementing Adit a year ago, the practice has received 250 new reviews, compared to only 1–2 per month before. Now, review requests are automatically texted to patients right after their visit, while the experience is fresh and positive. This timing makes patients far more likely to respond. The dramatic increase in positive online reviews boosted their visibility and patient acquisition.

Now we get reviews every single day," said Shana. "Our reputation has grown so much thanks to Adit's automated review requests.