

Edinburg Vision Center cuts no-shows by 40% and **saves up to 45 staff hrs/wk** in first 4 months with Adit



Meet Edinburg Vision Center

For more than five decades, Edinburg Vision Center has been part of the Rio Grande Valley's daily rhythm. It's a high-volume practice where the phones light up early and rarely slow, and 40–50 patients a day, six days a week. Practice Manager Alina oversees that pace, balancing patient expectations with operational realities. When the practice owner heard about Adit, Alina took a closer look; despite switching from Weave to Demandforce, the team still didn't trust their tools.

Challenges

- Weave and Demandforce delivered unreliable communication
- Front desk spent hours each week on manual confirmations and paper handling
- Fragmented phones with a separate GoToConnect portal created support runarounds and slow issue resolution
- Couldn't reply to Google reviews without the owner's login, limiting reputation management
- Digital forms with the prior vendor were difficult to implement and didn't streamline check-in

Results

36–45
Hours/week

Saved across digital forms and automated reminders

3%

Revenue boost (self-reported)

40%

Reduction in no-shows

60%

Drop in missed called rate with Adit VoIP

95%

Texted balance requests paid

Adit brought phones, texting, forms, reviews, and payments into one place, and it just works. Compared to what we had before, it's more reliable and far more comprehensive for the price. We finally feel confident our patients are getting through and getting what they need.



Alina
Office Manager

Life Before Adit

Even after moving from Weave to Demandforce (with GoToConnect managing phones), the pressure at check-in never really eased. Patients would stand at the counter asking why the “glasses ready” text never arrived, while other calls rang through to nowhere. The front desk juggled manual confirmations, paper packets, and a support maze that required a separate portal to address phone issues. Morale suffered because the team knew the problems were real, but the tools weren’t helping.

With our old tools, about half our calls just weren’t getting through, and patients told us they never received our messages,” explained Alina. “That’s when we knew something had to change.

Adit to the Rescue

Adit replaced their patchwork systems with a single platform that seamlessly syncs to Eyefinity (their PMS): VoIP phones with call recording, two-way texting, and reminders that auto-confirm into the schedule, bilingual digital forms, reviews and replies, Adit Pay, and eFax. Reliability improved right away; the team could finally watch confirmations flow into iFinity without touching the keyboard. Onboarding felt human for the first time in a long time. Adit’s onboarding team checked in consistently, keeping momentum.

Confirmations now write back to Eyefinity automatically, our reminder texts actually deliver, and the phone system is stable,” said Alina. “Text-to-pay is a game changer. Patients just tap and pay, and I can respond to Google reviews in Adit without asking the owner for his login.

The Transformation

01 Reliable Phones That Keep Patients Connected

With Adit Phones, missed calls dropped 60%. After setting static IPs, call quality stabilized, and the team gained call recordings that settle disputes in seconds. When a question comes up about what was said, staff pull up the recording, clarify, and move forward. No drama, no guesswork.

Adit took the tech issues out of the equation,” explained Alina. “If a call goes unanswered now, it’s because we’re slammed with volume, not because the system failed us. And the recordings give us real accountability and training moments.

02 Paper-Light Intake and Seamless Collections

Once the staff tried Adit’s bilingual digital forms, they became champions. Patients complete paperwork ahead of time, saving around 6 minutes of staff time per patient, which, at their volume, translates to 4–5 hours a day. On the financial side, Adit Pay handles balances with around 95% completion from SMS links, contributing a modest 3% revenue boost.

We were skeptical at first,” noted Alina, “but the forms, especially in Spanish, made check-in smoother for everyone. And with text-to-pay, we’re not stuck playing phone tag to collect balances.



EDINBURG VISION CENTER
EST. 1968



03 Reviews That Protect and Grow Reputation

Adit's review filtering funnels critical feedback privately, while positive experiences route to Google. Just as important, Alina can now respond to reviews directly inside Adit, keeping the practice engaged without needing the owner's Google credentials.

Before Adit, I couldn't reply to Google reviews at all," concluded Alina. "Now I can engage right away on the platform, which protects our reputation and shows patients we're listening.

04 Automation Tools That Actually Save Time

Two-way texting and automated reminders mean the front desk no longer has to chase confirmations between patient check-ins. Replies sync back to Eyefinity instantly, freeing 12–15 hours each week that used to vanish into manual outreach. Those reclaimed hours now go to helping patients in front of them and smoothing tomorrow's schedule.

My team trusts Adit to the point where they've stopped double-checking confirmations," said Alina. "And we cut out the busywork that used to pile up each afternoon.