

How Feeley Dental & Associates **gained a full day back each week with Adit**



Meet Feeley Dental & Associates

Based in Worcester, MA, Feeley Dental & Associates is a high-touch general dental practice led by Dr. Feeley, a practicing dentist and professor at Tufts University. Known for their personalized care and high standards, the team needed a tech solution that could finally deliver a fully modern, seamless patient experience.

When Business Operations Manager Lisa saw Adit at a dental tradeshow, she and Dr. Feeley made the decision the same day.

Challenges

- Disjointed tools for phones, forms, and messaging slowed down workflows
- Paper forms caused bottlenecks, scanning delays, and time loss
- High no-show rates and inconsistent confirmations
- Customizable forms from other vendors didn't meet Dr. Feeley's ADA-style standards
- Call management was inefficient: no hold music, no voicemail overrides, no call tracking
- Manual reminders and scheduling led to wasted time and stress
- Limited insight into communication history with patients

Results

1	full day of work saved per week through automation and digitization	10	more new patients per month	50	new Google reviews in 6 months with Pozitive
10%	increase in production in 6 months	60%	decrease in no-shows with auto-text confirmations and policy reminders		

Adit was a no-brainer compared to Weave. It had way more features at a better price.

**Lisa**

Business Operations Manager

Life before Adit

Before Adit, Feeley Dental relied on separate systems that didn't work well together. They used Vine for insurance verification, Spectrum for phones, and a mix of manual processes and outdated digital tools for communication and forms.

"We had to scan every form, chase down late patients, and record every voicemail manually," said Lisa. "Even our phones didn't have hold music for over five years."

Forms were a major sticking point. Dr. Feeley insisted on ADA-style forms, but previous vendors couldn't deliver anything close. Patients struggled to complete forms online, delaying appointments and putting pressure on the front desk.

Adit to the rescue

Adit improved everything from call management to automated workflows. Dr. Feeley finally got the exact forms he wanted: digital, ADA-style, and easy for patients to complete and staff to manage. The forms are now sent by text, tracked in real time, and reviewed before upload. No scanning. No confusion.

"It's been a game changer for our office," Lisa said. "If Dr. Feeley didn't like the forms, we wouldn't be using Adit. And he loves them. We've saved almost a full day of work each week."

The transformation

01 Smarter Phones with Full Visibility

Adit's VoIP system connects directly to the dashboard. When a patient calls, the team sees everything: balance, upcoming appointments, past communications, and more. Call forwarding and voicemail management are now instant and effortless.

"I used to record every voicemail myself," said Lisa. "Now I just type in a message. Done."

02 Automated Messaging That Reduces No-Shows

Feeley Dental implemented custom reminder texts warning patients that their appointments will be canceled if not confirmed. As a result, they've seen a 60% drop in no-shows. Lisa and her team use Adit to track every message, form, and call. They can pinpoint when something was sent, delivered, and opened, giving them complete transparency in every patient interaction.

"Confirmation has skyrocketed," said Lisa. "People don't want to lose their spot."

03 Insurance Verification Built for Real-World Use

With Adit's deep-dive insurance verification, Lisa preloaded the practice's top 50 codes for instant access to key information, like whether 4910 scaling is covered and when it was last used.

"That's huge for us. I don't want to dig through seven pages of codes every time," said Lisa."



Feeley Dental & Associates



04 A Reliable Platform that's More than Features

For Lisa, it's not just the features that make Adit stand out, it's the responsiveness, flexibility, and genuine support behind the platform. Rather than simply offering tools, Adit has become a reliable part of the team, helping Feeley Dental run more efficiently day in and day out.

Our weeks are so much smoother now. I have more time to focus on other priorities, and so does my team," Lisa shared. "If a colleague asked me why they should switch to Adit, I'd say. Why wouldn't you want to make your life easier?"