

Gee Eye Care's 20x review growth after switching from Weave to Adit



Meet Gee Eye Care

Located in Missouri City, Texas, Gee Eye Care is a trusted optometry practice led by Dr. Kevin Gee. Dr. Gee and his team focus on quality patient care and community connection and have built strong patient relationships over the years. The practice had previously used Weave but ran into frequent platform outages and reliability issues, which became a major source of frustration. After too many interruptions and downtime, Dr. Gee decided it was time for a more stable, all-in-one solution that could grow with the practice.

Challenges

- Frequent downtime and limited functionality with Weave
- Slow paper-based intake process
- Minimal online reviews and low visibility
- No insight into call performance or missed opportunities
- Disjointed team communication
- Cumbersome payment collection

Results

4+

Separate systems and tools replaced

20X

Increase in weekly Google reviews

90%

Reduction in voicemail volume



Faster, easier payment collection with Adit Pay



Seamless team communication using Internal Chat



More new patients from improved online reputation

Adit has made everything easier for our team and our patients. It's taken so much off our plate.



Dr. Kevin Gee
Owner

Life before Adit

Before Adit, most of the practice's processes were manual. Paper intake slowed down check-ins. Online reviews were scarce. Phone calls lacked transparency. Internal communication depended on memory, hallway chats, and sticky notes.

We didn't have any visibility into how our phones were performing or how many calls we were missing. We were in the dark.

The team wanted to modernize operations and create a smoother experience for both staff and patients.

Adit to the rescue

After comparing platforms like Weave and Modento, Dr. Gee chose Adit for its all-in-one features, ease of use, and integration capabilities. Adit offered everything from VoIP and texting to forms, payments, reviews, and team chat, all in one place.

The transition was smooth. Adit integrated seamlessly with Revolution EHR, and onboarding provided clear support every step of the way.

We wanted a unified system. Adit had everything we needed in a single platform.

The transformation

01 Boosted Online Visibility Through Automated Reviews

Before Adit, the practice only got one or two reviews a month, which was not nearly enough to show the level of care they provide. Once Adit's automated

review requests kicked in, that number jumped to 8–10 per week. Now, Gee Eye Care's online presence truly reflects the great experiences patients are having, which helps bring in even more new faces.

It's all automated now. No more clipboards. Our online presence has skyrocketed.

02 Faster Check-Ins and Fewer Front Desk Bottlenecks

Switching from paper intake to Adit's digital forms has streamlined the patient experience from the moment an appointment is scheduled. Patients can complete their paperwork at home, which reduces bottlenecks at check-in and saves the front desk staff from having to re-enter information. This also enhances accuracy and streamlines the entire workflow.

Patients love filling out forms at home. It's faster for them and easier for us

03 Call Insights That Cut Voicemail Volume by 90%

One of the biggest surprises after switching to Adit was how many calls they had been missing. Some days, the voicemail inbox had over 100 messages. With Adit's VoIP, Call Tracking, and two-way texting, that number has dropped by over 90%. The team now responds faster, converts more callers into patients, and makes sure no one falls through the cracks.

I can see what's working. We know how calls are handled and what to improve.



GEE EYE CARE

KEVIN L. GEE, OD, FAAO
THURIA YOUNIS, OD



04 Streamlined Team Communication for a More Organized Day

Before Adit, the team relied on sticky notes and hallway chats to stay on the same page, and things would slip through the cracks. Now, with Adit's Internal Chat module, everyone stays connected in real time. Tasks get done faster, nothing gets forgotten, and the day runs much smoother.

Now we just send a message in Adit. It keeps us all in sync without the back-and-forth.