

Growing without the pains: Granite Bay Pediatric Dentistry's 4X revenue growth in 2.5 years with Adit



Meet Granite Bay Pediatric Dentistry

Granite Bay Pediatric Dentistry opened its doors in early 2023 with a simple mission: to provide expert, compassionate care to children in a fun and welcoming environment. But like many startups, they faced the daunting task of building everything from the ground up without a large team or legacy systems to lean on.

What sets this practice apart is how quickly they scaled. While most dental startups take years to stabilize, Granite Bay Pediatric Dentistry quadrupled its revenue and doubled its patient volume every year. A major part of their success? Choosing Adit as their single, integrated software platform from the beginning. In 2024, they launched a second location, Auburn Pediatric Dentistry, and have implemented Adit in the new location as well.

Challenges

- Starting from scratch with a few patients and staff
- Need for scalable, efficient systems from day one
- Managing two locations with a rotating doctor schedule
- Keeping patient communication consistent and professional
- Building a strong reputation quickly

Results

3

Hours saved daily

5

Review growth from launch

40

Patients seen daily on average

>2%

No-show rate

2X

Patient volume year-over-year

4X

Revenue growth

Other software companies have tried to pitch us over the years, but nothing comes close to the value, features, and customer service Adit provides.



Michelle F.
Office Manager

Life before Adit

There was no “before Adit.” Granite Bay Pediatric Dentistry adopted Adit before opening its doors. Deciding to implement one all-in-one system is a rare move for a startup practice, but one that paid off immediately and over time for this practice. Rather than piecing together disjointed tools for texting, forms, payments, scheduling, and reviews, they opted for a platform that could do it all in one place.

Financially, Adit is unbeatable,” said Michelle. “Other platforms had similar features, but nothing matched the value, support, and service we’ve consistently received from the Adit team.

Adit to the rescue

From the start, Adit became the digital backbone of the practice. With deep integration into Open Dental, Granite Bay’s team was able to launch their practice with digital forms, automated appointment reminders, VoIP phones, call tracking, eFax, and more, all in one login. As they expanded to a second location and grew their patient base, Adit scaled right alongside them.

We love how easy it is to text forms and payment links to patients, and they really appreciate it too,” explained Michelle. “Adit’s setup is clean, user-friendly, and makes managing finances simple.

The transformation

By choosing Adit from the start, Granite Bay Pediatric Dentistry avoided the typical growing pains of new practices, such as juggling multiple tools, losing patients to no-shows, and struggling to keep up with administrative tasks. They launched with a solid foundation, scaled rapidly, and built a trusted brand.

01 Scalable Growth Without the Stress

In an industry where most startups struggle to scale, Granite Bay Pediatric Dentistry defied the odds. Adit provided the foundation to support high volume and rapid expansion, including seeing 40 patients per day on average with a no-show rate under 2%. Ultimately achieving 4X revenue growth in just three years and doubling patient volume every year.

“We’ve doubled our patient volume every year and quadrupled our revenue since opening,” said Michelle. “Adit has absolutely supported that kind of growth without adding complexity.

02 Seamless Communication and Daily Time Savings

With centralized tools like text reminders, message history, Call Tracking, and Internal Chat, communication is streamlined across both locations. Features like digital forms and automation now save the team up to 3 hours daily, allowing them to focus on care rather than admin work.

“I’ve heard about other practices paying for extra systems to communicate internally,” noted Michelle. “Having Internal Chat as a built-in feature in Adit really saves us a lot of extra time and money.

03 Strong Reputation and Reliable Support

Adit’s Pozative review system helped the practice earn 5-star reviews from day one, while the Adit support team remained hands-on through every phase of growth. The Adit team’s partnership mindset and rapid response time give Granite Bay peace of mind and ongoing momentum.

“Getting those 5-star reviews right away helped us grow our reputation fast, which was huge for us in the beginning,” explained Michelle. “Plus, whenever we have a question or issue, someone responds within minutes. It really feels like Adit cares about our success.