

## Greene County Eyecare tried Barti, **then came back to Adit**



### Meet Greene County Eyecare

In Xenia, Ohio, Greene County Eyecare is a growing optometry practice committed to delivering efficient, patient-centered eye care. Led by Dr. Lindsay Florkey, the practice serves a high patient volume with two doctors seeing up to 25 patients each per day. The practice depends on efficient front-desk processes and reliable patient communication. Dr. Florkey has consistently sought technology that simplifies operations and minimizes staff multitasking. After briefly switching away from Adit to try Barti's all-in-one EHR promise, Greene County Eyecare returned to Adit when phones fell short.

### Challenges

- Recent switch to Barti introduced an antiquated phone system with no internal call transfers and limited customization
- Fragmented tools (Weave, SolutionReach, DemandForce) that failed to deliver a true all-in-one experience
- Limited phone functionality and lack of customization across prior systems
- High front-desk workload from manual reminder calls and paper-based intake
- Delayed collections and inconsistent patient payments

### Results

<b>3-5</b> Hours/week	<b>Saved</b> by reducing manual reminder calls	<b>16</b> Hours/week	<b>Saved</b> at check-in with digital forms	<b>12.5%</b> <b>Increased</b> annual revenue with improved collections
<b>14%</b>	<b>Achieved</b> new patient growth	<b>80%</b>	<b>Collected</b> payments faster with eligible patients paying via text-to-pay	

*I like making things as easy as possible for my staff. The idea of everything being all in one was appealing, but once we actually used Barti, it just didn't work well for us, especially the phones. Coming back to Adit made a lot more sense.*



**Dr. Lindsay Florkey**  
Optometrist, Practice Owner

## Life Before Adit

Before switching to Adit, Greene County Eyecare cycled through multiple platforms, including Weave, SolutionReach, DemandForce, and built-in EHR tools. Each system solved only part of the problem, forcing staff to multitask across platforms. Weave, in particular, failed early due to dropped calls and infrastructure limitations, forcing the team to abandon it entirely.

Most recently, the practice switched to Barti because it was drawn to a promise of an all-in-one system with EHR, texting, and communication built in. While some clinical and AI-driven features showed promise, the phone system quickly became a dealbreaker. Core functions the team relied on daily, like listening to voicemails on the phone, transferring calls internally, or parking a call, were either missing or limited, creating immediate disruption.

*We were still making a huge number of manual calls, dealing with paper forms, and chasing payments," said Dr. Florkey. "There were things about Barti that were impressive, but the phone system was very antiquated. Simple things we took for granted like transferring or parking a call were no longer possible, and that made it completely untenable for us.*

## Adit to the Rescue

After the Barti experience fell short, Greene County Eyecare returned to Adit for its proven, fully customizable phone system and integrated communications platform. With Adit VoIP phones, the team regained access to essentials like listening to voicemails directly on desk phones, setting custom ringing schedules, creating different voicemail messages for office hours and

closures, and easily parking or transferring calls internally. The front desk could function efficiently again.

Adit replaced the patchwork of failed and partial solutions with one fully integrated platform that synced easily with Revolution EHR. Texting, reminders, digital patient forms, and payments all worked seamlessly together.

*With Adit, we're back to having a system that actually supports how we work," stated Dr. Florkey. "The phones were reliable, the features were customizable, and text, reminders, and payments lived in one place. It was everything we wanted SolutionReach to be, but wasn't.*

## The Transformation

### 01 Reliable, Modern Patient Communication

With Adit handling approximately 40% of reminders and recall communication, the practice significantly reduced manual outreach. Automated texts, enhanced by images and videos, improved confirmation rates and aligned with how patients prefer to communicate.

*Texting has been huge for us," noted Dr. Florkey. "Appointment confirmations, eyewear notifications, even payments are all faster for patients and save our team a ton of time.*

### 02 Faster Check-Ins, Smoother Days

Digital intake forms fully replaced paper packets, signature pads, and scanning steps. Patients now complete HIPAA and insurance paperwork before



arrival, saving 5–10 minutes per visit and easing congestion during peak hours.

*“When you multiply those minutes by 35 or 40 check-ins a day, the time savings are enormous,” explained Dr. Florkey. “It just keeps the whole day running smoother for everyone.*

## 03 Accelerated Payments and Stronger Cash Flow

Adit Pay and text-to-pay links made it easier for patients to pay promptly. Roughly 80% of eligible patients now pay upfront, dramatically reducing billing delays and manual follow-ups.

*“Text-to-pay has been incredibly successful,” said Dr. Florkey. “Patients love the convenience, and we’re collecting faster with way less administrative work.*

## 04 Measurable Practice Growth

Since implementing Adit a year ago, Greene County Eyecare has seen a 12.5% increase in annual revenue and 14% growth in new patients. While growth comes from many factors, Dr. Florkey credits Adit’s communication and payment tools as key contributors.

*“It’s hard to tie growth to just one thing,” concluded Dr. Florkey. “Having everything integrated like reminders, phones, and payments absolutely gives us an edge and supports the growth we’re seeing.*