



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



Optometry



Xenia, Ohio

Greene County Eyecare

Greene County Eyecare tried Barti, then came back to Adit

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.

Solutions

- VoIP Phones** offered reliable, customizable calling and voicemail
- Two-way texting** boosted confirmations while lowering admin tasks
- Digital forms** saved significant time at check-in and decreased front desk workload
- Automated reminders** reduced manual calls and no-shows
- Adit Pay** shortened collections cycles with secure, convenient remote payments

Results

3–5
Hours/week

saved by reducing
manual reminder calls

16
Hours/week

Saved at check-in
with digital forms

12.5%

Increased annual revenue
with improved collections

14%

Achieved new patient
growth

80%

Collected payments faster with eligible
patients paying via text-to-pay