

Identical Smiles eliminates missed calls & increases new patients by 50% with Adit's AI Front Desk Agent



Meet Identical Smiles

Formerly known as Oak Lawn Smiles, Identical Smiles is led by Dr. Mario Copello and Dr. Carlos Copello, whose mission is to provide compassionate, high-quality dental care while embracing technology that makes life easier for both patients and staff. After acquiring the practice, Dr. Carlos Copello focused on building systems that would support continued growth without sacrificing the personalized care his patients expect.

Having previously used Adit in another practice, Dr. Copello was already familiar with Adit's call tracking and phone capabilities. When Adit introduced its AI Front Desk Agent, he immediately recognized an opportunity to solve one of the biggest challenges facing his growing office.

Challenges

- Missed after-hours calls and unanswered inquiries resulted in lost patient opportunities
- Front desk staff spent valuable time answering routine questions, which pulled them away from in-office patients
- Voicemails often accumulated during busy days, delaying patient follow-up
- Needed a way to improve responsiveness without adding additional staff
- Wanted greater visibility into call quality and team performance

Results

24/7

Achieved call coverage, ensuring every patient inquiry receives a prompt response

50%

Increased monthly new patients, growing from 40 to 60 new patients per month

70%

Contributed overall practice production growth alongside other operational improvements



Reduced front desk phone interruptions through AI-powered scheduling and routine call handling



Improved patient experience with multilingual support and human-like conversations.

The AI System has been helping us a lot. It's a game-changer for our practice. A lot of things are automated now, and we're recovering the time that we were previously wasting.



Dr. Carlos Copello

Life before Adit

Like many busy dental offices, Identical Smiles struggled to keep up with incoming calls while serving patients already in the office. During peak hours, the front desk naturally focused on the patients standing in front of them, while calls rolled to voicemail. After hours, messages piled up and weren't always returned as quickly as Dr. Copello wanted. Even simple questions about office hours, directions, or dental procedures interrupted staff throughout the day. Every missed call represented a missed opportunity to connect with a patient.

"We were losing a lot of phone calls after hours," explained Dr. Copello. "Sometimes my staff couldn't answer because they were helping patients. We also had a lot of voicemails that weren't being reviewed quickly enough."

Adit to the Rescue

Everything changed when Identical Smiles activated Adit's AI Front Desk Agent. Instead of allowing calls to go unanswered, the AI began responding immediately, answering common questions, scheduling and rescheduling appointments, and creating follow-up tasks whenever additional staff assistance was needed.

The front desk no longer had to choose between helping patients in the office and answering the phone. Instead, the AI became another member of the team, handling routine conversations while staff focused on delivering an exceptional in-person experience.

"Phone calls are no longer slipping through the cracks," said Dr. Copello. "Whether my team answers or the AI answers, I feel confident that every patient is being taken care of."

The Transformation

01 Every Call Becomes an Opportunity

Before Adit, missing phone calls were a constant concern, especially after hours or during busy clinical days. Today, every caller receives an immediate response from the AI Front Desk Agent. If a request requires additional attention, the AI automatically creates a follow-up task so nothing is overlooked. The result is a practice that no longer worries about missed opportunities simply because someone couldn't answer the phone.

"Phones are being answered quickly, and if the AI can't resolve something, it kicks it over to my team and sends a follow-up task," noted Dr. Copello. "At least every patient is getting an answer."

02 Increasing New Patients Through Better Accessibility

Being available when patients are ready to call has become an important advantage for Identical Smiles. Since implementing Adit's AI Front Desk Agent, the practice has grown from averaging about 40 new patients each month to more than 60. While Dr. Copello credits his marketing efforts and his team for that success, he believes the AI has become an important contributor by ensuring prospective patients can always reach the office, ask questions, and schedule appointments without delay.

"We strive to have at least 40 new patients per month," said Dr. Copello. "We're over 60 now. It's definitely a team effort, but having the AI assistant is another asset that's helping us improve every day."



03 Giving the Front Desk Team Their Time Back

For Dr. Copello, the biggest benefit isn't simply answering more calls. It's giving his team the freedom to focus on the patients already sitting in the office. The AI handles routine questions about office hours, directions, and dental procedures while also scheduling and rescheduling appointments automatically. Even brief phone calls that only take a few seconds can add up over the course of a busy day. By removing those constant interruptions, the front office can stay focused on delivering a better patient experience.

Some phone calls only take 5 or 10 seconds, but those seconds add up throughout the day," noted Dr. Copello. "Now the AI takes care of those, and my team can focus on what really matters.

04 Supporting Multilingual Patient Communication Needs

Dr. Copello also values Adit's call tracking, recordings, and sentiment analysis, which provide insight into every patient interaction and create valuable coaching opportunities for his team. Combined with multilingual support and natural conversations that patients often mistake for a live team member, the AI has become an extension of the practice rather than just another piece of software. Since acquiring the practice, production has increased by around 60-70% through a combination of operational improvement, stronger marketing, and more efficient workflows.

The fact that it can speak different languages has been incredible for our practice," said Dr. Copello. "Many of our patients are Spanish speakers, and the AI is able to speak to them in Spanish without trouble. Patients really think they're talking to a person and don't realize it's AI.