

Keystone Dentistry doubles google reviews and adds 15 new patients a month with Adit



Meet Keystone Dentistry

Keystone Dentistry in Belton, Missouri, is a thriving family dental practice dedicated to high-quality, efficient, and patient-focused care. A year and a half ago, Practice Administrator Andrew led the search for a solution that could simplify operations by consolidating multiple communication tools into one integrated platform. After evaluating options, Keystone chose Adit for its ability to integrate seamlessly with Eaglesoft while also providing powerful automations.

Challenges

- Relied on 3 disconnected systems outside Eaglesoft (Weave, separate forms tool, fax)
- Manual reminders meant calling up to 50% of patients
- Staff juggled multiple tabs and duplicate data entry
- No proactive recall system in place
- Only 213 Google reviews over 15 years with a 4.4 rating

Results

2X

Increase in recall appointments with automation

3 hours/week

Saved with digital forms

5 hours/week

Saved on appointment confirmations

15

New patients per month

15%

Increase in patient retention with Adit recall tools

40%

Boost in patient confirmations

104%

Growth in Google reviews to a 4.9 rating

I love the integration of so many programs into one. It simplifies everything and puts more information in your hands from the moment a person calls, and the support is outstanding.



Andrew
Practice Administrator

Life Before Adit

Before Adit, Keystone Dentistry relied on Weave, a standalone forms program, and a third-party fax service, on top of Eaglesoft. Staff wasted time toggling between tabs and manually entering data. Confirmations meant hours of daily phone calls. Recall outreach didn't exist, and despite best efforts, reviews trickled in slowly

Staff now only call 5–10% of patients instead of half the roster, freeing up 4–5 hours/week.

Between phone, text, and automated messages, we hit all routes at once," explained Andrew. "It saved the team so much time and headache.

We had a program for phones, one for texting, one for new-patient paperwork," noted Andrew. "There wasn't anything truly wrong with Weave and the other programs, just that we had to use so many to get the job done. I wanted it as automated and simple as possible. Adit pulled it all into one system that syncs with Eaglesoft.

02 Digital Forms that Patients Actually Use

With Adit, Keystone now sends paperwork to patients before their visits, eliminating the need to complete forms during valuable appointment time. Nearly all patients now finish their paperwork in advance, saving the front desk 2–3 hours each week on manual entry. As a result, patients arrive ready to be seen right away, which keeps the waiting room flowing smoothly and reduces bottlenecks.

About 99% of patients complete forms before arrival," noted Andrew. "Probably a 50% increase versus before. They walk in, show an ID and insurance card, and they're ready to go

Adit to the Rescue

With Adit, Keystone consolidated phones, texting, digital forms, reminders, recall, fax, and reviews into one integrated platform. Patients love the ability to text directly with the practice, whether for reschedules, insurance card submissions, or quick confirmations. Automations for reminders and recalls ensure schedules are full, while Google review requests drive powerful word-of-mouth growth.

03 Reviews That Fuel New Patient Growth

When the new management took over the practice in 2023, the practice had 213 reviews and a 4.4 rating over 15 years. Adit's automated post-appointment review requests doubled Keystone's reviews to 435 in just 18 months, while raising their rating to 4.9 stars. As a result, they've added 10–15 new patients per month, with Andrew estimating up to 50% coming directly from Google.

We tried everything to get patients to leave us reviews, like QR codes and whatnot, and none of it worked," explained Andrew. "But once Adit's automated review texts started going out, Google reviews exploded. We went from around 200 reviews to over 400, and our rating climbed to 4.9 stars

The Transformation

01 Confirmations Made Easy with Automated Texting

Keystone's confirmation rate jumped 40% with Adit's automated appointment reminders.

Our confirmed appointment rate is up 40%," said Andrew. "Patients love that our main number can text, and it feels like instant messaging directly with our patients. They can even take pictures of their insurance cards and text them to us.



04 Patient Recall That Actually Works

Before Adit, Keystone had no proactive recall process. Patients were expected to call when ready. Now, automated reminders prompt overdue patients to rebook, leading to twice as many recall appointments and a steady, more reliable schedule.

Adit has helped us stop worrying about communicating effectively with our patients," concluded Andrew. "From reminders, to reviews, to paperwork and more, Adit allows the team to spend less time on the phone and more time with the patients right in front of them, which is really a big thing for us."