How Lynnwood Dental Studio generated $227K in production with **online scheduling and cut no-shows by 40%**

Meet Lynnwood Dental Studio

Located in Lynnwood, WA, Lynnwood Dental Studio is a growing general dentistry practice known for its personal, patient-first approach. Led by Dr. Suman Chintala and managed by her husband, Shravan, the team takes pride in delivering quality care, clear communication, and operational efficiency.

Challenges

- LocalMed, Vyne Dental, and Legwork didn't sync with EagleSoft, causing manual data entry and overall inefficiencies
- Staff couldn't send one-to-one texts to patients
- Paper forms slowed check-in and data collection

- Zocdoc charged $100/new patient but only received 10/year
- Frequent no-shows with no automated reminders
- No visibility into the schedule when out of the office
- No system to generate Google reviews

Results

50 Five-star Google reviews	**150** New patients booked online	**90** min/day Saved with digital forms	**40%** Reduction in no-shows
75% Reduction in front-desk administrative time	**$14K** Collected through Adit Pay	**$227K** Production directly tied to Adit-booked appointments	

Patients love being able to book online. It fills our schedule without us even having to call.

Shravan Chintala
Owner

Life before Adit

Before Adit, the team at Lynnwood Dental Studio had tried using multiple systems, including LocalMed, Legwork, and Vyne Dental. These companies offered some good features but didn't fully integrate with their practice management software, EagleSoft. As a result, the front desk had to manually enter patient data, call each patient individually for scheduling and reminders, and spend extra time scanning in paper forms.

Even though they tried platforms like Zocdoc for new patient acquisition, the return on investment just wasn't there. Additionally, the team lacked a process for requesting online reviews, resulting in minimal visibility on Google.

> Zocdoc charges $100 per new patient, even if they cancel," explained Shravan. "If we had gotten those 150 patients through Zocdoc instead of Adit, we'd have paid $15,000! But, Zocdoc only gave us about 10 new patients per year.

Adit to the rescue

The switch to Adit streamlined everything. For the first time, Lynnwood Dental Studio had a single integrated system that synced seamlessly with EagleSoft, handling everything from online booking to automated reminders. Patients could now book appointments at their convenience, and those bookings synced directly into the schedule without manual intervention.
Staff could send two-way texts, collect digital forms that automatically update Eaglesoft, and use text-to-pay links to bill patients.

Adit's Pozative tool started collecting reviews automatically after each visit, solving their visibility problem. Best of all, these tools were bundled into a single platform, which saved time, money, and hassle for everyone on the team.

> Before Adit, we had no way to communicate one-on-one with patients remotely," noted Shravan. "Now, I can message patients anytime, anywhere.

The transformation

01 Improved Efficiency with Automated Texting

By consolidating tasks into a single, fully integrated platform, Lynnwood Dental Studio eliminated 75% of its front-desk administrative tasks. Digital forms alone save the team more than 90 minutes a day, while automated reminders and texting eliminate the need for daily confirmation calls.

02 $227K in Production from Online Appointments

With 150 patients booking directly through Adit's online scheduling tool, the practice generated $227,484 in production from appointments that previously would have required manual coordination or might have been missed altogether.

> We wouldn't have captured those patients without Adit. Online booking made us visible 24/7.

03 40% Drop in No-Shows Thanks to Automated Text Reminders

Thanks to automated reminders and confirmations, Lynnwood Dental Studio reduced its no-show rate by 40%, keeping the schedule full and reducing costly gaps.

> *Adit Pay gives patients an easy and secure way to settle bills by text," said Shravan. "Now, over 50% of our payments come through text. Patients love the convenience, and we get paid faster."*

> *Our no-show rate used to be much higher. With Adit, patients are reminded and confirm automatically, which means fewer gaps and more productive days.*

05 Stronger Online Presence with 50 Five-Star Reviews

Before Adit, the practice had no consistent way to ask for reviews. With Adit's built-in review requests, they've now collected 50 five-star Google reviews, helping new patients discover and trust the practice online.

04 Faster Payments and Boost in Cash Flow with Adit Pay

Before Adit, Lynnwood Dental Studio relied on mailed checks and manual billing, a slow and outdated process that left thousands of dollars uncollected. With Adit Pay, they introduced HIPAA-compliant, mobile-friendly payment options like text-to-pay, credit card, and PayPal. Over the past four years, they've collected over $14,000 they would have otherwise lost.

> *We had zero reviews before Adit," concluded Shravan. "I like that Adit automatically sends a review link after a patient visit, and we can also manually send a customized link when needed. It's very useful for us.*