How Mark A. Shaw, DMD, **saved 20 hours a week in efficiency with Adit**

Meet Mark A. Shaw, DMD

Mark A. Shaw, DMD is a busy Pittsburgh dental practice known for its loyal patient base, commitment to honest care, and deep-rooted trust within the community. With over two decades of service, Dr. Shaw and his dedicated team prioritize patient experience above all, striving to maintain operational efficiency without compromising personal attention. While following the Dental Nachos Facebook group, Office Manager Lisa came across Adit. It stood out as a platform that could finally help them leap to digital systems and deliver the efficiency and automation they needed.

Challenges

- Manual appointment confirmations were time-consuming and inefficient
- Daily workloads created employee burnout
- No way to track or retrieve call data efficiently
- Limited flexibility with other software providers
- Difficulty managing mass communication with specific patient groups
- High administrative load from paperwork and reminders
- Need for reliable texting and virtual consultation capabilities

Results

5 hours — **Saved weekly** by sending digital paperwork	**15** hours — **Saved per week** with automated texting	**300+** — **Unscheduled patients** handled without staff
100% — **Confirmation** rate maintained with far less staff effort	**Teledentistry** enabled for convenience in patient care	

Adit has been such a game-changer for us. We were already committed to getting 100% of our patients confirmed, but before Adit, that meant hours of phone calls every single day. Now we achieve the same results with almost no effort from my team, and patients love the convenience of texting. It's accurate, consistent, and gives us back so much precious time.

Lisa
Office Manager

Life before Adit

Before implementing Adit, the team at Mark A. Shaw, DMD managed nearly everything manually, from appointment confirmations to patient paperwork and beyond. Staff had to spend hours each afternoon making dozens of confirmation calls just to keep up with office policies. With no software support in place, inefficiencies were piling up.

> *Our employees were dreading the end of the day because it was taking them so much time to call patients to confirm their appointments," Lisa recalled. "They were always behind on other things.*

Lisa considered other software companies like Weave and NexHealth, but ultimately, Adit's customizability and customer service were a better fit for their goals.

Adit to the rescue

Adit's VoIP system was the first major upgrade. Digital phones gave the team the ability to track and retrieve call data instantly. When a patient's number was recorded incorrectly, Lisa used Adit's Call Tracking to trace the call and reconnect; something that would've been impossible before going digital.

> *I'll admit, it was a little rocky at first with getting used to digitizing our processes and dealing with an unforeseen Dentrix update that slowed the launch by 12 hours," Lisa admitted, "but Adit's onboarding and support teams were with us through it all, and our employees like us better now because it makes their jobs easier.*

The transformation

01 Effortless 100% Confirmations

With Adit's automation, the practice continues to achieve 100% confirmation rates but with far less manual work. Staff who once made dozens of calls daily now only make a few exceptions, while patients confirm easily through text.

> *We used to call patient after patient every day. Now, confirmations happen automatically, and we might only have a couple of calls left to make. It's been a complete shift for us.*

02 Improved Patient Experience

One of the biggest wins for the practice has been reducing time spent on repetitive tasks. From confirming appointments to sending patient paperwork in advance, Adit's automation features have allowed the team to focus on enhancing the patient experience. With multiple automated reminders (14 days, 2 days, 1 day, and day-of), automated texting has become a crucial part of communication.

> *We save at least 15 hours per week, just from automation and reminders alone," continued Lisa. "The patients absolutely love the system. They thank us for the reminders, and the texting feature is huge.*

03 Customized Solutions You Can't Find Anywhere Else

Adit gives Lisa the flexibility to create custom protocols, designate operatories, and send targeted communications. While the team isn't utilizing all of Adit's features, the features they do use work seamlessly and have empowered the practice to work more strategically.

> *Other companies don't let you customize like Adit does," said Lisa. "I ask them, 'Can you do this?' and the answer is always no.*

04 A Reliable Partner, Not Just a Platform

Lisa and her team treat Adit as more than just software. They rely on Adit as a true partner in their day-to-day operations. With consistent performance and rapid-response customer support from Adit, Mark A. Shaw, DMD, confidently upholds the reputation they've built over decades. For a practice that puts patients first, dependable technology isn't optional; it's essential to delivering the high level of care their community expects.

> *With Adit, they take your feedback and actually make changes," concluded Lisa. "It's more of a partnership than just a tool. The time savings let us focus on patient care, invest in other systems that improve efficiency, and keep our staff engaged instead of stuck in mundane, repetitive tasks. We are looking forward to using other modules soon.*