

How replacing Lighthouse 360 with **Adit led to 40% more bookings for Mendota Heights Family Dental**



Meet Mendota Heights Family Dental

Located in Mendota Heights, Minnesota, this family-owned dental practice is led by Dr. Asha Ghassemlouei and Dr. Gunderson. Their mission is to deliver high-quality, people-first care in a setting that feels like home.

After purchasing the practice from retiring dentists, they inherited a set of disconnected tools that slowed down operations. Looking for a more integrated, efficient solution, they asked fellow dentists and friends for recommendations. A common answer emerged: Adit. The strong recommendations from their peers gave them the confidence to explore Adit and ultimately make the switch.

Challenges

- Fragmented systems across phone, reminders, and EHR
- Manual appointment recalls and paperwork
- Limited accessibility and no remote communication tools
- Inconsistent customer support from previous vendor

Results

8%**Increase** in production**12 hours/week****Saved** with automated reminders**20 hours/week****Saved** with digital forms**20%****Growth** in new patient acquisition**40%****Increase** in appointment rate

*(Results based on year-over-year metrics)

If you want an all-in-one system where you're paying for one thing, with seamless communication, full integration, and great customer service, Adit is absolutely the way to go.

**Dr. Asha Ghassemlouei**

Co-Owner

Life before Adit

Once the practice was officially theirs, the new owners noticed the office was running a patchwork of systems: Lighthouse 360 for communication, Comcast for phones, and EagleSoft for EHR and analytics. This disjointed setup quickly became inefficient and difficult to manage. Frustrated by long hold times and poor customer service from their previous providers, they were seeking a more unified and responsive solution.

"We were using separate systems for everything," said Dr. Ghassemlouei. "Our systems were all scattered. We couldn't use Lighthouse 360 outside of the office. Comcast gave us hardly any control over how we handled calls. We needed something more integrated."

Life before Adit

Adit delivered a smooth onboarding experience and intuitive features that aligned with the practice's needs from day one. The first noticeable improvement was the phone system. Adit allowed the team to customize voicemail flows based on hours, access call recordings for accountability, and offer emergency texting options when the office was closed.

Two-way texting provided the freedom to respond to patients in real time or while out of office, while features like Digital Patient Forms and Automated Appointment Reminders immediately streamlined front desk operations. With mobile app access, the team could finally check schedules and respond from anywhere in a HIPAA-compliant way.

"Adit saves our time and our patient's time," said Dr. Ghassemlouei. "On Fridays, when we're closed, patients no longer get frustrated by unanswered rings. They hear a message with clear next steps. That kind of control makes a big difference."

The transformation

01 40% Appointment Rate Increase and 20% Growth in New Patients

Mendota Heights Family Dental saw immediate improvements in scheduling efficiency and patient follow-through after switching to Adit. Appointment rates increased by 40%, fueled by automated reminders and easy two-way texting. New patient acquisition rose by 20% year over year, thanks to seamless communication, smoother intake process and exceptional overall patient experience.

"Now Adit sends the messages, and patients actually respond. It's just more efficient." noted Dr. Ghassemlouei.

02 32 Hours Saved Weekly with Digital Forms and Automation

Front desk workflows were transformed with the adoption of digital patient forms and automated recall messaging. Digital forms alone save the team around 20 hours per week, while automated appointment reminders save another 12 hours by virtually eliminating manual recall calls. By retiring outdated tools like their physical fax machine and using Adit's eFax feature, they also freed up office space and simplified document handling.

"We save about 20 hours a week just from not having to check in all of our patients manually." said Dr. Ghassemlouei.



**MENDOTA HEIGHTS
FAMILY DENTAL**
(Formerly Enterprise Dental)



03 Actionable Insights with Practice Analytics

Mendota Heights Family Dental uses Adit's Practice Analytics to track production, monitor performance, and ensure billing accuracy. Weekly and monthly reports help the team stay on top of trends and compare performance over time.

While they already find value in the core reporting, the team is exploring more of what this robust feature can offer as they continue optimizing practice operations. So far, the impact is clear: production has increased 8% year over year, driven by better scheduling, efficient workflows, and data-backed decision-making.

But for Dr. Ghassemlooui, the most valuable advantage after making the switch is the way Adit's responsive customer service consistently exceeds her expectations.



With Lighthouse, I once spent 90 minutes on hold," explained Dr. Ghassemlooui. "With Adit, someone makes sure you get a solution. It's so much more personal. And that level of dedication and respect for my time is everything.

