

# Socialite Vision boosts revenue by 20% and grows new patients by 40% with Adit



## Meet Socialite Vision

Based in Palm Beach Gardens, Florida, Socialite Vision delivers boutique eye care with a focus on premium patient experiences. When Office Manager Jackie saw Weave’s glitches impacting calls, forms, and payments, she knew the practice needed a fresh start. The team chose Adit for its seamless integration with Crystal Practice Management (PM), its all-in-one platform, and the smooth onboarding process.

## Challenges

- Weave became unreliable after constant updates.
- Phones dropped 40% of calls with overseas virtual assistants.
- Payment glitches and misrouted payments from other Weave customers forced staff to mail refunds.
- Only 50% of patients completed digital forms; missing signatures slowed intake.
- Staff manually re-entered payments into Crystal PM, creating errors.
- Needed an all-in-one solution for phones, texting, payments, forms, reviews, and recalls.

## Results

4 hours/week

**Saved** with appointment reminders

10%

**Reduction** in no-shows

15%

**Increase** in confirmations

20%

**Increase** in revenue year over year

36%

**More reviews** on Google in 8 months (4.9 star)

40%

**Patient** growth year over year

100%

**Digital form** completion

*Adit made the transition so easy. We just gave you our numbers, and everything was hooked up in minutes. Compared to other software changes we’ve been through, this was night and day. No downtime, no stress, and no endless setup. It felt seamless, and we were up and running right away.*



**Jackie**  
Office Manager

## Life Before Adit

Running on Weave quickly became a liability for Socialite Vision. Phones dropped nearly half of calls to their virtual assistants overseas, costing them appointments. Payments glitched so badly that the practice even received money from other Weave customers. Patients struggled with clunky digital forms, leaving staff buried in paper and data entry. Staff were stretched thin, manually confirming appointments, re-entering payments, and troubleshooting constant system errors.

*With Weave, calls were dropping about 40% of the time with our virtual assistants in the Philippines," stated Jackie. "Payments were glitching, and we even got random payments from another office. Only about half of patients filled out forms.*

## Adit to the Rescue

Adit replaced multiple disconnected tools with one integrated platform: VoIP phones with call transcripts, two-way texting, automated reminders, Google review requests, patient recall, digital forms, online scheduling, Adit Pay, and Practice Analytics. All synced directly with Crystal PM. Everything from answering calls to collecting payments became faster, easier, and more reliable.

*With Adit, everything just works the way it should," said Jackie. "Calls connect, texts go through, payments sync, and we're not wasting time on workarounds anymore.*

## The Transformation

### 01 Reliable Phones That Keep Patients Connected

Socialite Vision's virtual assistants in the Philippines can now answer calls without disruption.

Call transcripts and grading make it easy to review interactions without having to listen to hours of recordings. Now, patients always reach someone, and staff can quickly identify issues.

*Adit even included things we didn't know we needed," said Jackie. "Now the phones, texting, payments, and forms all connect with Crystal, and it's just more user-friendly than anything we used before.*

### 02 Automation Tools That Actually Save Time

Automated reminders now automatically confirm appointments directly in Crystal PM, eliminating duplicate entries. Patients who can't make it simply reply "cancel," reducing no-shows and keeping the schedule flexible. The front desk saves 3-4 hours each week thanks to automation.

*Patients text back 'yes,' and Adit auto-confirms in Crystal," said Jackie. "No more double work, and no more patients getting spammed with extra reminders.*

### 03 Paperless Intake and Seamless Payments

Adit's digital forms ensure 100% completion with required fields and e-signatures. Patients can fill them out on their phone or an iPad in the office, replacing paper entirely. On the financial side, Adit Pay now handles 90% of collections, syncing payments automatically to Crystal PM and reducing errors.

*With Weave, maybe 50% of patients filled out digital forms," noted Jackie. "Now we're completely paperless. And with Adit Pay, no more double entry or missed payments.*



**SOCIALITE VISION**  
EYE CARE WITH STYLE

## 04 Reviews and Analytics That Drive Growth

Adit's automated review requests boosted Google reviews from 280 to 383 in just 8 months, holding a 4.9-star rating. Meanwhile, Practice Analytics provides daily snapshots of production, new patients, and CareCredit approvals, helping staff re-engage patients and capture more revenue.

*Adit is so much easier to use than anything else we've tried," concluded Jackie. "The app is user-friendly, I can call patients from my phone without showing my personal number, and even take payments remotely if I'm not in the office. It gives us flexibility and peace of mind.*