

Tubb Family Dental boosts revenue 50% and attracts **30 more new patients each month with Adit**



Meet Tubb Family Dental

Located in Amory, Mississippi, Tubb Family Dental is led by Dr. Kyle Tubb and supported by Office Manager Cindy. When Dr. Tubb purchased the practice, it lacked modern systems, having declined under previous ownership. Cindy spearheaded the implementation of Adit to replace outdated phones, paper forms, and manual processes with an integrated solution built for growth.

Challenges

- Took over an outdated practice with no modern systems in place
- Relied on paper forms requiring manual entry and slowing check-in
- Outdated phone system with no caller ID or call tracking
- Manual appointment confirmations tied up staff hours
- No process for collecting patient reviews or feedback

Results

50-60

New patients
per month from
10-20/month

200+

5 star Google
reviews from
zero reviews

15 hours/
week

Saved on patient
confirmations

15 hours/
week

Saved with
digital forms

50%

Revenue growth
year of year

85%

Reduction in no shows
with automated
reminders

85%

Increase in confirmed appointments
(with two-way texting)

The price and no contracts were huge for us. We were just getting started and needed something affordable but powerful. Adit checked every box and fit right into Eaglesoft



Cindy
Office Manager

Life Before Adit

When Dr. Tubb acquired the practice, there were no digital tools in place. Instead, the practice used paper forms, outdated phones, and staff manually called every patient to confirm appointments. The front desk spent hours every week re-entering paperwork and chasing confirmations, while reviews were nonexistent.

"When I started, everything was still paper and phone calls," said Cindy. "The paperwork was overwhelming, and we were spending way too much time calling patients. I told Dr. Tubb we had to find something better."

"Texting has been a game changer," said Cindy. "About 95% of our patients confirm by text now, and no-shows are way down. It saves our receptionist hours every week."

02 Digital Forms that Save 20–30 Hours a Week

Switching from paper to digital forms revolutionized check-in. Now, 95% of patients complete forms before arrival, saving the team 20–30 hours weekly and eliminating delays at the front desk.

"Paper forms were miserable," explained Cindy. "Half the time, you couldn't read them, and then we had to enter everything by hand. Now almost everyone fills them out before they come in, and it saves us 20–30 hours a week."

Adit to the Rescue

Adit replaced Tubb Family Dental's outdated systems with one fully integrated platform that synced directly with Eaglesoft. Digital forms eliminated manual entry, automated texting reduced no-shows, and a modern phone system provided caller ID and call tracking. Adit's automated review requests built instant credibility online, and patients quickly embraced the convenience of text-based communication.

"The phone system surprised us the most," noted Cindy. "Now, when the phone rings, it pops up with who's calling and their appointment. It's a head start before we even say hello"

03 Reviews That Support a 5-Star Reputation

With no reviews before Adit, Tubb Family Dental now has 200+ five-star Google reviews in just 3 years. This credibility fuels growth, driving a steady stream of new patients every month.

"We didn't have any reviews before Adit," noted Cindy. "Now we've got over 200, and they're all five stars. Patients love the experience, and it really shows online."

04 Growth That Speaks for Itself

Since implementing Adit, Tubb Family Dental's revenue has grown 30–50% year over year. The practice now attracts 30 more new patients per month, jumping from 10–20/month before Adit to 50–60/month today.

"Since starting with Adit, our revenue is up at least 50%," concluded Cindy. "We used to get maybe 10 or 20 new patients a month, and now it's more like 50 or 60. That's a big difference."

The Transformation

01 Confirmations Made Easy with Texting

Adit's automated reminders and two-way texting increased confirmed appointments by 85% while slashing no-shows. The front desk now saves up to 15 hours each week that used to be spent on manual reminder calls.