

## Unique Eyecare & Optical grows revenue 20% while simplifying operations with Adit



### Meet Unique Eyecare & Optical

Located in Houston's Rice Village, Unique Eyecare & Optical has been a community staple since 1982 and has recently evolved into a modern optometric practice under the leadership of Dr. Inna Gaston. With a strong focus on high-quality eye care, advanced technology, and personalized patient experiences, the practice is in an early yet ambitious growth phase, currently seeing around 40 patients per month. After hearing positive feedback from peers and seeing industry buzz around Adit, the team made the switch in search of a more reliable and cost-effective software system.

### Challenges

- Poor customer service and long wait times to solve issues with Weave
- Billing inconsistencies and a lack of trust in vendor transparency
- Fragmented systems (Review Wave & Mango) created workflow inefficiencies
- No united platform for communication, phones, and patient engagement
- Operational friction from juggling multiple disconnected tools

### Results

# 20%

**Increased** revenue by capturing more appointments and reducing scheduling gaps

# 10%

**New patient** volume through online scheduling

# 15%

**Boosted** Google reviews in just 6 months with Adit's Pozative reputation management software



**Reduced** front desk inefficiencies by consolidating phones, messaging, and scheduling into one platform

*Adit was about half the price of Weave, which I really liked, and I still get everything I need. But what really stood out was the responsiveness of the customer service team. Any issues get fixed quickly, and that makes a huge difference when you're running a practice.*



**Dr. Inna Gaston**  
O.D.

## Life before Adit

Before Adit, the practice faced unreliable vendor support and a fragmented tech stack. Separate systems for phones (Mango) and patient communication (Review Wave) caused inefficiencies and complicated simple tasks. Ongoing billing issues and long support wait times further eroded trust in Weave.

*"It took months to fix simple things," said Dr. Gaston. "And then having separate systems for phones, texting, reviews, and other operational things just made everything more complicated and harder to manage day to day."*

## Adit to the Rescue

After switching to Adit, the practice quickly consolidated its systems into a single, user-friendly platform. Tools such as VoIP phones, two-way texting, online scheduling, and review management reduced operational headaches and increased front-desk efficiency. With scheduling, texting, reminders, and reviews in one place, the team faces fewer disruptions and spends more time on patient care and less on troubleshooting. Just as importantly for Dr. Gaston, Adit's responsive support team restored her confidence in their technology partner.

*"I've been happy since switching," Dr. Gaston explained. "The customer service is quick, and things get fixed fast. It's just easier having everything in one place instead of juggling multiple systems."*

## The Transformation

### 01 20% Revenue Growth Through Operational Efficiency

By consolidating three software programs into one

system, Unique Eyecare & Optical eliminated many previous inefficiencies and achieved about 20% revenue growth in under 7 months of using Adit. While patient acquisition still comes from channels like SEO and Zocdoc, Adit ensures those opportunities convert into completed appointments thanks to synchronized features like two-way texting, online scheduling, and automated reminders.

*"We're still growing, but everything runs more smoothly now," noted Dr. Gaston. "When your systems work the way they should, it directly impacts your ability to grow revenue."*

### 02 Stronger Online Reputation with 15% More Reviews

Building a strong online presence is essential for a growing practice, and Adit's Pozative review management tools, such as sending automated review requests, have helped increase the practice's Google reviews by approximately 15%, adding 20 new reviews in a short timeframe. This steady growth enriches credibility and supports ongoing patient acquisition efforts, especially in Houston's competitive market.

*"The reviews have definitely been increasing, and that helps build trust with new patients," explained Dr. Gaston. "It's been a steady improvement since we started using Adit."*

### 03 10% of Appointments Driven by Online Scheduling

Online scheduling now accounts for about 10% of bookings. While still new to the practice, this feature reduces front desk work and secures patients who prefer digital booking options. As the practice grows, its role is expected to expand.



*“Online scheduling is starting to pick up,” noted Dr. Gaston. “It’s not the majority of our bookings yet, but it’s a great option for patients and helps us capture appointments we might have missed otherwise.”*

## 04 Eliminated Downtime with Fast, Reliable Support

Perhaps the most immediate and impactful change has been the shift from constant frustration to operational confidence. With Adit, issues are resolved quickly, minimizing downtime and keeping the practice running smoothly. The reliability has been especially critical for a young practice still building its foundation.

*“Every platform has issues; it’s just reality,” concluded Dr. Gaston. “But what matters is how fast those issues get fixed. With Adit, things get resolved quickly, and that’s a big deal for us.”*