



Unique Eyecare & Optical

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

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

Solutions

- **VoIP Phones fostered** reliable communication across the office
- **Two-Way Texting & Reminders** streamlined appointment confirmations and follow-ups
- **Online Scheduling** captured patients they were missing online
- **Pozative** automated review requests to grow online presence

Results

20%

Increased revenue in first 6 months

10%

New patient volume through online scheduling

15%

Boosted Google reviews



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.



Optometry



Houston, TX