adit | *Vision Source*
SIGNATURE EYE CARE

How one Adit texting feature drove **30% revenue growth for Vision Source Magnolia**

Meet Vision Source Magnolia

Located in Magnolia, Texas, Vision Source Magnolia has delivered top-tier eye care since 2010. The practice combines advanced diagnostics with a warm, personal approach to treating everything from dry and red eyes to macular degeneration and glaucoma. But like many practices, the front desk juggled too many tools that didn't work well together, slowing everything down.

Challenges

- Disconnected systems: Comcast VOIP, 4PatientCare, My Social Practice did not sync with Crystal EHR

- Manual review requests and limited feedback

- No central place for patient data or communication

- Limited analytics capabilities

Results

3X	30%
Increase in review volume	**Contact lens** sales boost

Up to **25** min/day
Staff time saved

From day one, Adit exceeded expectations. It's affordable, reliable, and support has been fantastic.

Dr. Kyle Delk
OD, Vision Source Magnolia.

Life before Adit

When Dr. Delk joined in late 2024, he immediately saw the need for a change. They were using:

- **Comcast VOIP** for phones was expensive, hard to customize, and didn't integrate with their EHR.

- **4PatientCare** for reminders was clunky, unintuitive, and didn't show outcomes from recalls.

- **My Social Practice** for reviews, but only manually sending them when staff remembered.

- **No centralized analytics** and reporting was limited to Comcast call logs and siloed reports.

> *We were using 4 or 5 different systems that didn't talk to each other. It was cobbled together and inefficient," said Dr. Delk. "We were doing manual review requests, limited recall tracking, and had no centralized way to manage patient communication.*

Adit to the rescue

When Adit reached out, the timing was perfect. Combining all their systems (phones, reviews, texting, reminders, analytics) into one platform was compelling. And the cost savings alone from replacing Comcast VOIP made it a no-brainer. Onboarding was smooth. Adit walked the team through tricky parts like phone porting and voicemail settings.

> *The phone service alone was worth it. Everything else just made it better," said Dr. Delk. "Even if just that worked well, we would've felt like we won. Our Adit onboarding trainer was great with staff and helped me understand the backend.*

The transformation

01 3X Increase in Review Volume with Automation Tools

Before Adit, the clinic was getting about 12 reviews a year. In just four months, using Adit's Pozative reputation management software and automated review requests, they matched that volume, essentially tripling the review generation pace.

> *We had 299 reviews and 4.9 stars. Now, we're at 311 reviews and all 5 stars. We've gotten the same number of reviews in the past 4 months than we typically do all year," explained Dr. Delk. "Even patients who don't leave public reviews reply with feedback. That's been huge for patient satisfaction.*

02 30% Boost in Contact Lens Sales with Canned Messages

Adit's Canned Messages feature helped drive targeted follow-ups and real revenue. The practice's contact lens technician pulls a monthly list of contact lens patients. If they didn't purchase, she sends a message explaining the benefits, like free shipping and competitive pricing.

This simple workflow led to a 30% spike in contact lens sales.

03 20–25 Minutes Saved Per Staff Member, Per Day

Streamlined communication, texting, faxing, and review automation save Dr. Delk's team real time. Additionally, the Adit mobile app makes it easy to stay informed and in control, even when the office is closed or when doctors are not in the office on Fridays. If the practice has to close for a storm, they can change the voicemail directly from the mobile app.

> *We save at least 20–25 minutes per team member daily. We're so ahead on tasks now; we have to find more things for staff to do.*