

Washington Smiles Increases Call Conversions to 92%

Patient Prism's **fast call coaching** and **Re-Engage Lost Opportunity alerts** helped the Missouri dental practice immediately improve performance.

The Problem

Washington Smiles is a busy dental practice with four doctors who offer a wide range of services, including general dentistry, same-day crowns, dental implants, Invisalign®, and sleep apnea treatment. Their team used a call tracking company for years, but rarely listened to the call recordings because it was so time-consuming.

They needed a solution that could quickly tell them how their team was performing, improve their call-handling success rate, and track revenue opportunities by phone call.

The Solution

Washington Smiles implemented Patient Prism®, a call tracking and call coaching software that combines artificial intelligence with experienced call coaches to review every new patient phone call and identify the dental services requested, the associated revenue opportunity, and if the caller scheduled.

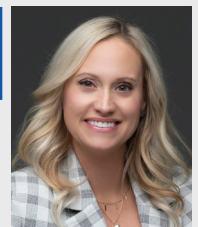
Every time a potential new patient ends the call without scheduling, Patient Prism quickly sends an alert back to the practice detailing the caller's concerns and effective phrasing the team can use to call back and convert that patient.

The Results

"We've gone from booking 65% of new patient calls to booking 92% of callers," said Nicole Struckhoff, the Office Manager at Washington Smiles. "It's definitely increased new patient revenue; there's a direct correlation."

The team members like being recognized for their success. Patient Prism generates certificates of excellence when team members hit certain benchmarks, and the Staff Report dashboard makes it easy to see how each team member is performing.

"With Patient Prism, I know what's happening with every call, almost in real time. It's the best way to see how calls are being handled without micromanaging my team," said Melissa Smith, DDS.



The call analysis has been so successful that Dr. Smith added Patient Prism to her three additional dental practices during the Fall of 2020.



65%

92%

[New Patients Booked]

Discover How Patient Prism Can Help You!

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