

Dental Group Plugs Hole in New Patient Phone Calls

Recaptures \$300,000 in 6 Months



Within just a few months of using Patient Prism, **one practice recaptured more than \$30,000 in new patient revenue** from people who booked an appointment during the follow up call.



Dr. Glenn Ashmore
Founder, Dental Depot

About Dental Depot

Since it was founded in 1978 by Dr. Glenn Ashmore, Dental Depot has remained a family-owned and operated dental group.

It's grown to more than 25 locations in Oklahoma, Texas and Arizona, serving children and adults.

www.dentaldepot.net

Dental Depot is a thriving family-owned dental group with a simple mission: provide every patient with the high-quality, affordable dental care they need and deserve.

They've built their reputation around their commitment to the communities they serve in Oklahoma, Texas and Arizona, focusing on providing compassionate care with a common-sense approach.

And it was a shock when they realized just how many people were taking the time to call them but ending the call without booking an appointment.

That's when they turned to Patient Prism.

While other call-tracking companies tell you how many missed calls you had, Patient Prism tells you how to win them back.

"It's a Game-Changer"

Patient Prism identifies every new patient call that doesn't end in a booked appointment and emails an alert back to the dental practice. The alerts typically go out within a half-hour of the missed opportunity and include coaching tips and short training videos to teach the team member what to say during the follow up call.

In just six months, Dental Depot recovered \$300,000 in collected revenue just from patients who were won back on the follow-up call.

"It's astounding what our team has been able to do with this technology in such a short amount of time," said Glenn Ashmore, DDS, Dental Depot's founder.

"This was really a game-changer for us," said Dr. Himesh Kana, DDS, the Managing Partner of Dental Depot DFW. His practice was the first to launch Patient Prism. "It doesn't just show our team why somebody didn't book. It shows us how to improve. **It makes our team instantly better.**"

Within just a few months of using Patient Prism, Dr. Kana's practice recaptured more than \$30,000 in new patient revenue from people who booked an appointment during the follow up call.

More importantly, they were able to help people get the dental care they need to improve their quality of life.

Illuminating Patient Psychology

During the summer of 2019, Dental Depot rolled out Patient Prism to more than 20 practices.

Rebecca Bowling is the Patient Scheduling Manager of Dental Depot's Oklahoma and Arizona practices. Her team



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- April Sharry, Director of Marketing

makes the follow-up calls to re-engage potential patients. When they successfully convert, Bowling’s team enters the code PRISM in their practice management system so they can track the revenue associated with those patients.

“Sometimes patients just need more time to process the information they were given,” said Bowling. “People may be hesitant to schedule because they fear the dentist or they fear the price, and they appreciate having someone care enough to call them back and guide them through their concerns.”

“The fact that we’ve been able to recover so much surprised me. Those would have been lost opportunities,” said April Sharry, Dental Depot’s Director of Marketing. “I come from a digital marketing agency and have used a lot of call tracking companies in the past. When we started with Patient Prism, I thought why didn’t we do this sooner?”

In addition to coaching new patient calls within a half-hour, Patient Prism also details:

- the services requested
- the insurance information provided
- the revenue opportunity associated with the call

“The combination of AI, keyword spotting, call coaching – it just gives us a ton of valuable insights into our patients and our team,” said Sharry.

Dental Depot’s marketing team and patient scheduling team meet biweekly to look at trends. They pay attention to the number of missed calls, changes in call volume, and conversion rates. In late 2019, they implemented a special offer to re-engage callers who cited cost as the reason why they didn’t book on the first phone call.

“A lot of people are price-shopping,” said Sharry. “We found that by getting them in the chair at the lower price point led to a big increase in accepted treatment.”

Their CareCredit® representative even noticed. He called to find out what inspired the increase in new patients applying – and getting approved – for financing.

1,500 More New Patients

Turning missed opportunities into booked appointments is only one part of Dental Depot’s success. The other part is training the team how to convert more callers on the initial phone call.

Dental Depot has 17 well-established practices just in Oklahoma and they saw an increase in 1,500 new patients.

That was almost a hundred more patients per practice in just six months. Plus, same-store sales are up 6% year-over-year.

The group introduced an in-depth phone training protocol for current team members and for new hires in the practices and in the call center.

Patient Prism has a built-in award system, which makes it easy to download diamond, gold and silver certificates of excellence for team members who achieve higher conversion rates. That helps keep team members motivated and focused on serving the needs of their community.

“It feels great. I feel like we make a difference,” said Bowling, the manager of the Patient Scheduling team.

“Our team loves it,” Kana said. “Once they got trained, they understood it’s really about creating a better patient experience. I’ve always felt that was the key to running a successful practice.”

About Patient Prism

Patient Prism provides call tracking and call coaching software designed exclusively for dental practices to improve new patient call conversions and increase dental practice revenue. It provides business analytics, coaching tips, and actionable data to improve staff performance and recapture callers who initially did not book an appointment. In addition, it offers Patient Prism Academy, a learning management system with more than 900 training videos and interviews with dental industry leaders. This gives dental practices a way to consistently provide team members with access to the industry's most respected leaders so they can stay up-to-date on the latest trends and best practices.

Please visit PatientPrism.com/guides to download more resources to help you grow your dental practice.



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