



[CASE STUDY]

A 2020 Winner of Best Employers in North Carolina Chose Patient Prism to Help Them Increase Revenue



Michael Riccobene, DDS, is the founder and CEO of Riccobene Associates Family Dentistry. As of April 2022, **Riccobene Associates has over 35 locations** in the triangle area and is growing with opportunities for general dentists, endodontists, pediatric dentists, oral surgeons, dental hygienists, dental assistants, and front office team members. Michael Riccobene’s vision is to provide both patients and employees a friendly environment that utilizes the latest in dental technology and provides state-of-the-art services.

Keeping the vision of “a family team environment” alive has been his mission since the year 2000, and providing patients with a welcoming, friendly, comfortable, and quality experience from the moment they seek a dentist is important to him and his associates.



The Problem

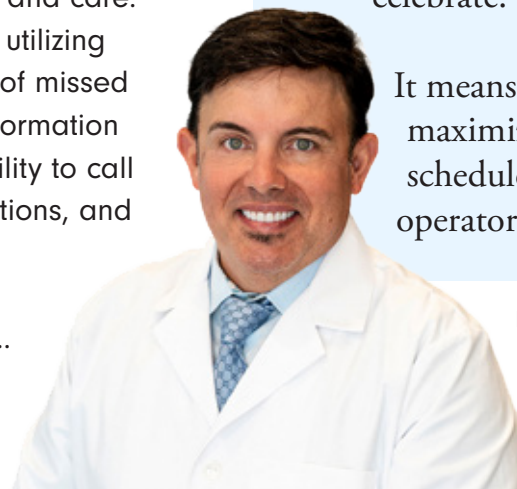
“We face the challenges all dental groups face that have an established brand and great reputation,” says Riccobene.

“We have a constant flow of incoming calls to answer and manage, and we don’t want to miss high value new patients. We want to give them the appointment they want and to serve them with our finest hospitality and care. We can meet that challenge best by utilizing the latest AI technology to inform us of missed opportunities and provide us with information about those callers. We want the ability to call them back, have intelligent conversations, and schedule them within minutes.”

That’s where Patient Prism comes in...

“Our managers say that because our receptionists habitually call back potential new patients, making those RELO calls has become easy and comfortable. When we increase new patient revenue on that scale, it is something to celebrate.

It means we are maximizing our schedules, people, and operatories.”



Michael Riccobene
Founder & CEO
Riccobene Associates
www.brushandfloss.com



The Solution

Riccobene continues, "Patient Prism's AI feedback and industry-expert videos train our team members constantly in the best ways to manage new patient calls in a multitude of situations, and the RELO (Re Engage Lost Opportunity) alerts arriving from Patient Prism's AI software supply our teams with the information they need to make effective call backs. From my perspective as the CEO of a growing dental group, managing regional managers with oversight over local practice managers, the live call analytics are more comprehensive and useful than any other call software provides. Patient Prism's AI has recorded and evaluated over 8,000,000 new patient calls to develop its intelligence, and the AI speed is amazing."

But that isn't all that's amazing...



Whitney Suiter
Director of Patient
Experience
Riccobene Associates



Jillian Householder
Client Success Director
Patient Prism



The Results

When Riccobene Associates started with Patient Prism in January of 2020, their new patient conversion was measured at 83%. In March of 2022, their new patient conversion was 88%.

That 5% increase may not seem hugely significant until it is pointed out that **the additional 5% generated over \$723,000 in estimated revenue.**

Riccobene's teams called back 636 missed opportunities during the month of March by utilizing the RELO follow-up process. They recovered 318 new patients that initially said no. Their success rate was 50%!

"We are meeting the oral health needs of more people. It means we can meet even more demand if we add more associates in more locations. It means we can hire more team members, which in our case has not been an issue even during the labor shortage. Dental professionals want to work for us. Our motto is 'Changing Lives One Smile at a Time,' and Patient Prism is helping us do this." -Michael Riccobene, DDS, Founder & CEO of Riccobene Associates Family Dentistry

[Schedule Your Patient Prism Demo Today - patientprism.com/schedule-demo](https://patientprism.com/schedule-demo)

