

How Adit helped Canton Plymouth Family Dentistry **increase new patient volume by 20%**



Meet Canton Plymouth Family Dentistry

After using Weave for four years to manage patient communication, appointment scheduling and reviews, Canton Plymouth Family Dentistry grew frustrated with rising costs and declining service. After switching to Adit, this multi-location practice with four busy offices experienced a boost in efficiency, higher patient engagement, and increased revenue—backed by exceptional customer support that made all the difference.

Challenges

- **Rising Costs** – Weave's software and service prices increased without adding value.
- **Declining Customer Service** – Weave's support response times slowed, leaving issues unresolved.
- **Inefficient Workflow** – Without user-friendly automation tools, staff spent excessive time on calls and confirmations.

Results

15–20%

Increase in new patients
at another location

7–10%

Revenue growth in one office
after implementing Adit

10%

Drop in no-show rate with
improved scheduling efficiency

The main way Adit exceeded our expectations was in responsiveness. With other software companies, you call in a problem, they create a ticket, and then nothing happens. With Adit, our issues are solved so quickly.



Suj Patel
Practice Manager

Life before Adit

Canton Plymouth Family Dentistry used Weave for nearly four years and was satisfied for the first three of them. However, in the last year, they noticed a drop in quality of service while pricing increased with no added features, making it difficult to justify the investment. Additionally, their team faced inefficiencies due to manual processes, such as making excessive phone calls for payments and appointment confirmations, which drained staff time.

Adit to the rescue

Adit provided Canton Plymouth Family Dentistry with unmatched customer support and an all-in-one software solution that was both affordable and feature-rich. Its intuitive platform made it easy for staff to adopt, while enhanced review management strengthened the practice's online presence. Adit's advanced communication tools, including automated texting, appointment confirmations, and recall lists, streamlined patient outreach, reduced administrative workload, and improved overall efficiency.

The revenue after Adit implementation for one office did go up—about 7 to 10%. No-shows decreased to less than 10% overall, and new patient volume increased by 15–20%.

The transformation

Switching to Adit helped Canton Plymouth Family Dentistry increase revenue, improve efficiency, and enhance patient communication, all while gaining a reliable partner invested in their success. With smoother operations and a growing patient base, the practice continues to see lasting benefits.

01 Increased Revenue and Patient Acquisition

After rolling out Adit across its offices, the practice saw a fast financial boost, with one location reporting a noticeable increase in revenue. Another office experienced a significant rise in new patients thanks to Adit's Online Scheduling and automated texting and emailing tools, making it easier for patients to book appointments. The practice also optimized last-minute openings using Adit's Patient Lists feature, ensuring fewer gaps in the schedule and reducing chair downtime.

02 Improved Patient Engagement and Efficiency

Adit helped the teams become more efficient and lowered their administrative burden. Automated appointment confirmations and reminders helped lower the no-show rate to below 10%, while 80% of patient confirmations were handled without staff intervention. Even employees unfamiliar with digital tools found Adit's platform easy to use, making the transition seamless across all locations.

03 Stronger Online Presence and Reputation

Adit's Pozative module and review management tools enabled the team to monitor and respond quickly and easily to patient feedback, leading to a rise in patient reviews at two locations. Strengthening its online reputation enhanced the practice's visibility and credibility, attracting even more new patients.

As they expand, Canton Plymouth Family Dentistry knows that Adit will be there to support them every step of the way.

As we prepare to expand to a fifth, sixth, and seventh office, we want Adit to grow with us.