

## How Tveten Dental Care grew **new patients by 30% with Adit**



### Meet Tveten Dental Care

Tveten Dental Care serves families across Wenatchee, Washington, with a patient-first philosophy and a commitment to modern, compassionate dentistry. The practice adopted Adit after experiencing reliability and support gaps with previous vendors. With a staff of nearly thirty doctors, hygienists, and office support, Tveten Dental Care needed a system that everyone could easily adopt and use.

### Challenges

- Fragmented tech stack and poor integrations made everyday tasks cumbersome and unreliable.
- Inconsistent phone reliability and support with DAISY and Weave left the team waiting for solutions and feeling uncared for.
- Website and marketing run by separate vendors, which slowed updates, limited SEO traction, and provided little strategic guidance.
- Manual, inconsistent processes like paper forms, ad hoc recall, and clunky payments created bottlenecks.

### Results

8+

15-20%

30%

\$700K

300 to 700+

**Staff** hours saved weekly

**More** appointments by reminders and scheduling

**Increase** in new patients fueled by Adit

**Lift** in annual collections powered by Adit Pay

**Reviews** doubled through automated requests

*With Adit, everything connects. Phones, reminders, payments, our website, the works. The support response time is incredible, and the ROI is obvious: our new-patient flow is way up, and we're saving hours every week.*



**Matt**  
Operations Manager

## Life Before Adit

The team had cycled from Daisy to Weave and a separate web and marketing shop. Phones were unreliable, updates lagged, and the front desk shouldered too much manual work. Managing multiple vendors cost the team time and focus.

*"It felt like we weren't being cared for," said Matt. "Calls dropped, answers conflicted, and getting help took too long. We knew there had to be something better.*

## Adit to the Rescue

A referral program put Adit on the radar. From the first call, the depth of features and support stood out, plus lower total cost. Adit consolidated phones, marketing, reviews, forms, payments, analytics, and scheduling into one platform integrated with Open Dental.

*"Anytime we need help, someone picks up fast and follows through," noted Matt. "Now phones, web, payments, everything, just works together.*

## The Transformation

### 01 Marketing That Moves the Needle

Adit replaced a legacy marketing vendor with integrated SEO, website, and campaigns. New patient flow jumped 30% (from 70 to 100+ per month), and implant cases grew about 10%, equal to two more implants each month. Adit's SEO and content program, rapid website updates, and

campaign ideation and execution (email/blogs) reduced owner workload while increasing qualified demand.

*"Our web presence took off," said Matt. "We're consistently over a hundred new patients a month now, and implants are up. The marketing pays for itself many times over.*

### 02 Reputation That Sells Before the First Call

Automated review requests turned satisfied patients into advocates, and Google reviews climbed from 300+ to 700+. Adit's Pozative reputation management software enabled them to send timed post-visit texts with friendly, on-brand language and streamlined links to Google and Facebook.

*"Our reviews exploded," said Matt. "Most potential new patients check out our reviews before they call or schedule an appointment. We love that they get a feel for our practice based on what they've read about our patients' experiences, and start to trust us before they walk in the door.*

### 03 Phones & Payments Patients Actually Like

VoIP quality improved, and costs came down versus the prior system. Text-to-Pay and full Adit Pay integration mean fewer errors, no double entry, and faster collections with payments posting directly to the ledger.

*"Anything that makes it easier for patients to pay is a win," noted Matt. "With Adit Pay, we don't enter things twice, so the chance for mistakes is way down.*



## 04 Digital Forms & Scheduling That Scale Capacity

Adit introduced Online Scheduling and Digital Patient Forms that flow straight into Open Dental. Now about 90% of patients complete paperwork before arrival, enabling the clinic to handle heavy new-patient days, up to 12, without adding headcount. The team finally had mobile-friendly forms, bilingual templates, automated links by visit type, and calendar guardrails to minimize wrong-slot bookings.

*"We're on Adit every minute of the day," explained Matt. "Forms auto-populate into Open Dental, accuracy is better, and we can take on more new patients than ever. The clinical team loves the mobile app and seeing their schedule the night before they come in.*