



UNIQUE
DENTAL SCHEDULING

CASE STUDIES

Suwanee Family Dentistry
Desoto Family Dentistry
Peter Family Dentistry

www.dentalscheduling.com | sales@dentalscheduling.com | 800-895-2247

A MESSAGE FROM OUR PRESIDENT

Hello!

Thank you for your interest in Unique Dental Scheduling. As a dental specific service, we aim to be more than a standard answering service. We offer a direct patient scheduling service designed specifically for dental practices to supplement your current phone answering process. Extending your practice's availability through our service is a cost-effective tool that has a clear and measurable return-on-investment.

I invite you to take a review the enclosed case studies for actual Unique Dental Scheduling clients and envision how our process could work for your office. No matter if you are established or growing, large or small, suburban or urban, Unique Dental Scheduling helps dental practices of all shapes and sizes by capturing more of your hard earned new patient leads and converting them into patients on your schedule.

If you have any questions or would like to discuss any of these case studies in more detail, please feel free to reach out to me or my team – we are here to serve you as member of the dental community.

Sincerely,

A handwritten signature in black ink, appearing to read "Robert Klaus". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

Robert Klaus
President, Unique Dental Scheduling

OFFICE PROFILE



Software
 Eaglesoft

Phone System
 Weave

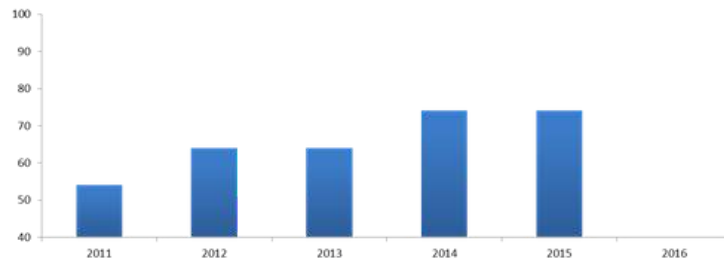
Scope
 Rollover (3 RNA) +
 After-hours



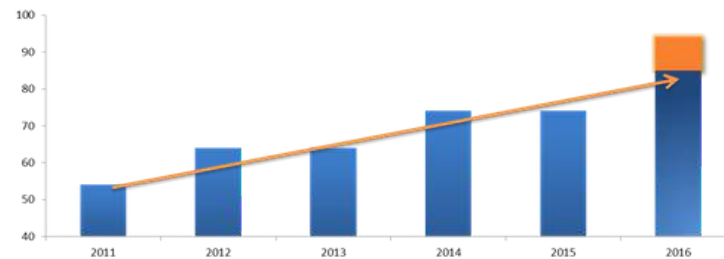
It is very enlightening to see how many calls your team is answering and how many appointments are being scheduled. We appreciate your partnership!

Dr. Tina Herington
 Owning Dentist

Suwanee Family Dentistry is a busy, award winning practice located in suburban Atlanta, GA (Gwinnett County). The office started service with Unique Dental Scheduling I in January 2016 including both closed hours calls and open hours rollover after three (3) rings. Prior to Unique, the office showed strong year to year growth measured by new patients per month added to the practice:



By adding Unique, the office grew internally at the same rate **PLUS** the additional New Patients added by the Unique service. The additional availability created additional New Patients not previously expected:



Financially, Unique has provided a return of \$7 in New Patient Production Value for every \$1 invoiced. The average new patient has been worth \$785 to the office after one (1) year with a high value of \$4,708.

7 to 1
 Return on
 Investment

\$785
 Avg New
 Patient Value

\$4,708
 Max New
 Patient Value

OFFICE PROFILE



Software
Eaglesoft

Phone System
Delta (Local Carrier)

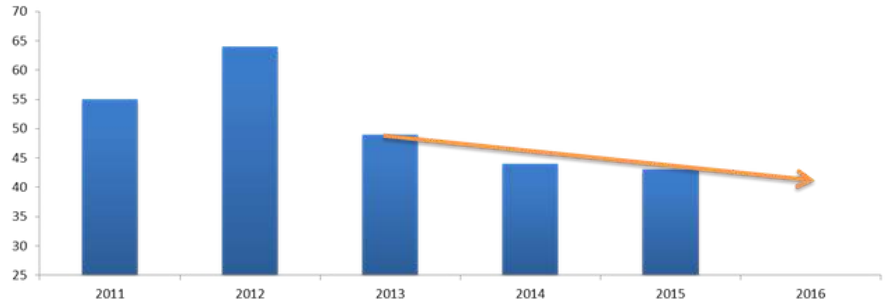
Scope
Rollover (3 RNA) +
After-hours

“

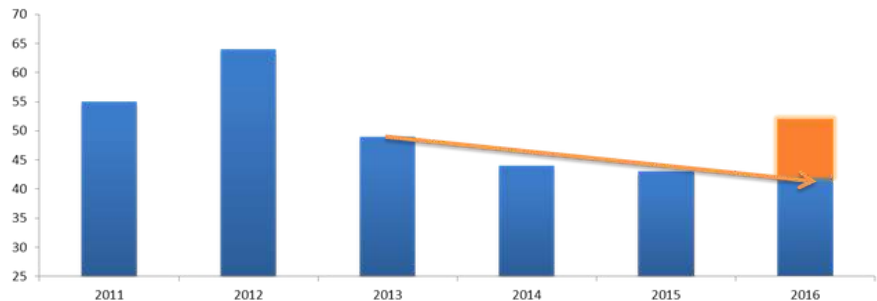
“My office has used Unique since early 2016. While I am a very reserved person in general, I wanted to let you know that using Unique is one of the best decisions I have ever made. I am amazed at your service.”

Dr. Stan Woods
Owning Dentist

Desoto Family Dentistry is a rural practice located in Henando, MS. The office started service with Unique Dental Scheduling in February 2016 including both closed hours calls and open hours rollover after three (3) rings. Prior to UIC Dental, the office showed a decrease in average new patients per month each year since 2013:



After adding Unique, the downward trend continued with New Patients added internally by office staff, but the additional New Patients added by the Unique service made for a significant net increase from the three (3) previous years. The additional availability created additional New Patients not previously expected:



Financially, Unique has provided a return of \$7 in New Patient Production Value for every \$1 invoiced. The average new patient has been worth \$389 to the office after one (1) year with a high value of \$1,749.

7 to 1

Return on
Investment

\$389

Avg New
Patient Value

\$1,749

Max New
Patient Value

OFFICE PROFILE



Software
Eaglesoft

Phone System
Time Warner

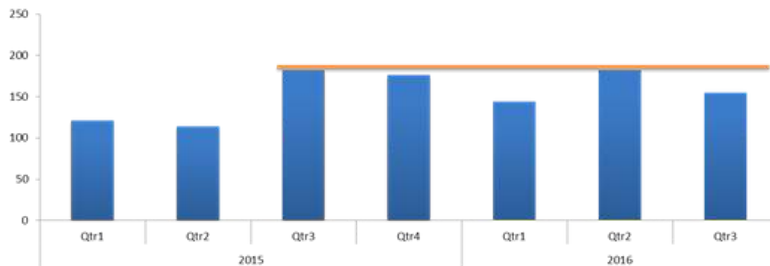
Scope
Rollover (previous) +
After-hours (current)



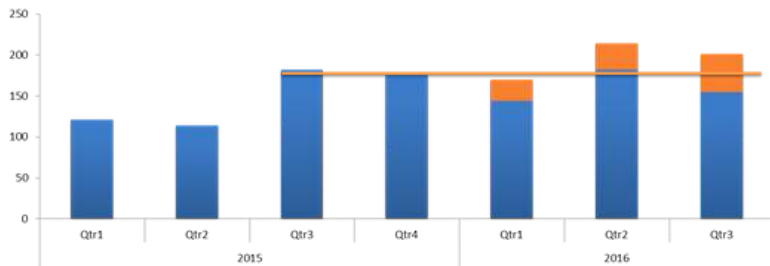
"When we first began working together, my receptionist was on maternity leave and the coverage I could find for her was overwhelmed with a multi-line phone. Unique came to the rescue! When my receptionist returned, we had grown and even she could not keep up with the call volume. Again Unique to the rescue!"

Dr. Jeffrey Peter
Owning Dentist

Peter Family Dentistry is a growing practice located suburban Cincinnati, OH (Northern KY). The office started service with Unique Dental Scheduling in December 2015 including both closed hours calls and open hours rollover after three (3) rings. The office added Unique as they had maxed out their current ability to handle phone calls internally. Dr. Peter felt there was a ceiling that their current staff could schedule and the subsequent stats have proved this theory correct:



By adding UIC Dental, the number of new patients scheduled in 2016 was able to break through that ceiling and the office was able to continue its strong level of growth.



This growth allowed an additional front office employee to be hired in 2017, therefore reducing the need for Unique during office open hours. Because of the flexibility in plans with Unique, the office now uses the service for closed hours support as a way to maximize value.

Financially, Unique has provided a return of \$6 in New Patient Production Value for every \$1 invoiced. The average new patient has been worth \$441 to the office after one (1) year with a high value of \$3,038.

6 to 1

Return on
Investment

\$441

Avg New
Patient Value

\$3,038

Max New
Patient Value