

CASE STUDY:

JOHN A VESTAL DDS

Results from Using PracticeMojo:



75-80%

Patient Appointments

Approximately 75 to 80% of patient appointments are automatically confirmed.



30%

Reduced No Shows

No-shows and cancellations have decreased by 30%.



20Hrs

Free Office Time

20 man-hours of the office coordinator's time has been freed up every month for her to work on tracking down insurance claims and other important tasks.

Practice Profile:

Located in Cortez, Colorado, John A. Vestal, DDS, founded his general dentistry practice in 1999. Currently, he is a solo doctor with four staff.

Challenges:

Keeping a full schedule for Dr. Vestal plus two hygienists was one of the many duties assigned to the practice's office coordinator Dee Cornett. Dee also handled all the insurance billing, maintained patient accounts, and performed other key functions at the office.

Read more on the next page.

“We see a lot of doctors, nurses and physicians as patients,” adds Dee. “They all tell me they wish they had PracticeMojo in their medical offices.”

**-Office Coordinator,
Dee Cornett**

Learn more about getting results like these

Call (800) 556-2580 or visit www.PracticeMojo.com.



In 2015, Dee heard about **PracticeMojo's automated patient communications system**.

After seeing a demonstration, she became interested in the time savings PracticeMojo offered. Dr. Vestal was happy to find something at a good price which would make Dee's job easier and bring in more patients, so they implemented the software.

Based on PracticeMojo's recommendations, Dee set up the system to send (1) "Save the Date" text messages and emails to patients 27 days before their hygiene appointments, (2) confirmation emails and text messages to all patients a week before their appointment and (3) courtesy reminders the day before. For the small percentage who didn't respond, Dee would call to verify she had the right number or email address and that the patient was in town. Since the system included unlimited texts and emails, Dee could send as many automated messages as she required. For patients without emails or mobile numbers, postcard reminders were sent.

"In the PracticeMojo dashboard, I'm able to select each patient's communication preference," explains Dee. "They are free to opt out of texts and emails whenever they like. But most patients prefer the automated reminders to the previous calls I was making each day. What's nice about this software is I can set it and then forget it."

"We see a lot of doctors, nurses and physicians as patients," adds Dee. "They all tell me they wish they had PracticeMojo in their medical offices."

System setup was quickly performed by the PracticeMojo installation team; Dee simply provided them with network access and they did the rest. "We were up and running in no time at all," reports Dee. "The installation was simple and so was the training."

Results:

With PracticeMojo in use at John A. Vestal:

- Approximately **75 to 80%** of patient appointments are automatically confirmed
- No-shows and cancellations have decreased by **30%**
- **20 man-hours** of the office coordinator's time has been freed up every month for her to work on tracking down insurance claims and other important tasks.

"The schedules were very important and I tried to keep them as full as possible," said Dee. "But that meant manually following up with 20 to 40 patients every day by phone. I'd make an average of 25 calls daily. It was incredibly time-consuming and pulled me away from other work I had to get done."

Learn more about getting results like these

Call (800) 556-2580 or visit www.PracticeMojo.com.

