



MAKING CONNECTIONS

featuring



CREATING THE ULTIMATE PATIENT EXPERIENCE STARTS WITH CONNECTING THE CALL AND LASTS THROUGH CONNECTING WITH THE PATIENT

The 21st Century Dental office in Irving, Texas echoes the feeling of sublime care with a side of luxury. Lisa Barrera, the office manager, takes us on a tour of the office featuring fish tanks, a milkshake bar and plenty of staff members making patients feel at home.

It's part of the experience, Barrera says. Their point of pride is making a connection with their patients right alongside giving them the dental care they need.

That ability to connect has helped their booking percentage climb from 57% in January of 2014 to 85% today.

In fact, that's how Barrera got started with Call Box. She said the moment she

found out about a solution to her phone problems, she talked with the office staff right away about signing up.

"I mean at the end of the day, yes we treat teeth and we want them scheduled, but we want to create a friendship, a connection with these people," she said. "It's a business, yes, but we enjoy what we do. We want to enjoy coming to work and we can't do that if we don't connect with these people."

Even though staff acceptance came slowly, she said once she began meeting with the team monthly to go over calls, she saw an immediate change in performance.

Dr. Kent Smith said when he found out how low his staff's numbers were, he pushed



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Lisa Barerra,
Office Manager, 21st Century Dental

them to improve every day and make their marketing efforts worth the cost.

“I said, ‘By this date, we need to be answering 75, and then 80, then 85,’” he said. “So it allowed us to really work on making sure the phone calls got answered, because we spend a lot of money on marketing, and if you spend money on marketing and you don’t answer the phone calls, you’re wasting money.”

Smith said the biggest advantage of using Call Box is seeing how his staff is performing on the phone while balancing his patients. He said getting alerted about missed opportunities for business helped him become more involved with growing his patient base.

“I can listen to [the calls] myself, I don’t even have to delegate that to an office manager,” Smith said.

But besides taking advantage of those missed opportunities, Barrera echoed her feelings about the benefit that most surprised her - learning to use the caller’s names at the beginning of the conversation.

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“Just that one step changed things dramatically,” she said. “‘OK, my name’s Lisa, what was yours?’ That just changes the whole conversation, becoming more personable with somebody on the phone.”

But that personable feeling extends to patients in the office now, too, she said. As patients left the office, several of them honked a small horn tied to the door above a piece of paper reading, “Honk if you had a great experience!”

Knowing how his patients feel around his staff, both on the phone and off, was a surprise result of using Call Box, Smith said.

“I can’t think of anything better that we’ve brought into the practice in the last 10 years that’s helped us significantly improve,” he said.