



CASE STUDY



SPECIALTY / ORAL HEALTH

# Orthodontic Practice Brings in \$80,000 of New Revenue in One Month with Rhinogram



Dr. Keith Dressler  
Orthodontist  
Chattanooga, TN

## CHALLENGES



Inefficient use of practice time finalizing patient information



Difficulty expanding marketing efforts beyond traditional patient base



Needed to craft a more seamless patient experience

## Overview

Keith B. Dressler, D.D.S., M.S.D, an orthodontist for over 30 years, needed a more convenient and efficient way to connect with patients, operate his practice, and expand his base of potential new patients. With Rhinogram, he improved patient connections, streamlined practice operations, and added \$80,000 of new patient revenue per month thanks to a new and growing patient base.

## Better Utilization of Staff's Time

One of Dr. Dressler's biggest challenges was the efficient use of his practice's time, from new patient exams and seeing current patients, to verifying insurance benefits and finalizing pay arrangements.

Dr. Dressler also knew that developing more efficient processes could benefit the people who matter most to his practice—his patients. To provide a superior, seamless patient experience, Dr. Dressler needed a more strategic way to reach his patients, something that went beyond traditional phone calls or email.

In addition to fulfilling on his promise to better serve his patients and team members, Dr. Dressler's practice was no exception to the market pressures felt by orthodontists, so he wants to expand his marketing efforts beyond the traditional patient base.

## Reducing Unnecessary Appointments with Virtual Consults

Dr. Dressler knew there had to be a better way to serve his patients and run his office more efficiently, which led him to Rhinogram. Rhinogram's cloud-based platform, offered more than a HIPAA-compliant messaging tool. It made his established business phone number textable, brought in messages from Facebook, allowed patients to send in photos of their teeth and insurance card, and did this all while improving patient response times.

Now, Dr. Dressler uses patient selfies to conduct digital cursory exams and determine a treatment plan. He then provides a link to a health history form via text or Facebook Messenger, and easily schedules same-day start appointments.

"Engaging and communicating with patients digitally has made it much easier to answer questions about cost, treatment duration, and number of visits, as well as providing links to online forms that need to be completed prior to beginning treatment," Dr. Dressler says. "All this is done before they even visit the office, so a same-day start on their first visit is very doable."



*“Not only is Rhinogram changing the way I run my practice, it’s also transforming patient behavior to create better outcomes, and opening up a new segment of potential patients.”*

## RESULTS



\$80k in revenue from a previously untapped potential patient base



Extended abilities to communicate with patients when/how they want to



New patients messaging directly from Facebook and Google ads—all routing into Rhinogram

## Creating a Quality Experience that Brings in New Patient Revenue

Since using Rhinogram, Dr. Dressler has acquired more than 100 new patients, mostly adults whose initial contact was outside of traditional business hours. In fact, Dr. Dressler even noticed that the most active time for inquiries from potential new patients is between 9:30 and 11:00 p.m. Rhinogram’s automated out of office response made it possible for Dr. Dressler’s practice to gather these late night inquiries, notify patients that their inquiries were received and when they could expect follow up from his office. Rhinogram allowed Dr. Dressler to tap into an otherwise untouched patient base simply by extending his practice’s ability to communicate with patients on their schedule.

Dr. Dressler is currently gaining 15 to 20 new starts per month. Each new start represents \$3,500 to \$4,500 per case, meaning Dr. Dressler has been able to add approximately \$80,000 of new patient revenue monthly from this previously untapped potential patient base.

All these new patients are coming from a series of Facebook ads asking potential patients to share three images of their teeth. The images can be sent to Dr. Dressler via SMS to his text-enabled business phone number or through Facebook Messenger. Either way it is captured in Rhinogram and held in a HIPAA-compliant environment.

*“Not only is Rhinogram changing the way I run my practice, it’s also transforming patient behavior to create better outcomes, and opening up a new segment of potential patients.”* says Dr. Dressler.



Rhinogram is the leading HIPAA-compliant communication solution that helps providers and care teams simplify communication, improve patient response times, streamline workflows, and minimize office interruptions.

Text or call us at 423.800.7644 [Rhinogram.com](https://rhinogram.com)



## Case Study



Specialty: **Orthodontics**



**George Souris, DDS, MSD**

Braces by Souris

Cleveland, OH

### Quick Facts

- 2 office locations
- 1 physician, 3 staff members
- 500 patients per month
- Open four days a week

### GOALS:



Gain new patients



Stand out from competitors



Reduce emergency visits

# Cutting the Cord with Consumer-focused Tech

Rhinogram's simple, direct text messages transform culture and care for Ohio orthodontist

Necessity is the mother of invention, especially in orthodontics, where advances in technology make for faster, more effective and less painful treatments. While the industry has seen no shortage of breakthrough tech when it comes to tools—from scanners to bracket systems and invisible straighteners—one area that hasn't kept pace is communications technology. Today's empowered healthcare consumers have come to expect the most sophisticated treatment options. They're looking for more from their providers—greater convenience, more personalization and better customer service.

Recognizing that existing and prospective patients have more choices than ever as to where to spend their money, Dr. George Souris implemented the secure communications platform, Rhinogram, as a way to truly differentiate his practice.

"I've reinvented my practice every year since I started," Souris said. "I'm always looking at what I can offer that others don't to improve the patient experience."

## Transforming Practice Culture

With two locations and a staff of just three, fielding phone calls was a "logistical nightmare." Unlike text messages, phone calls can only be dealt with one at a time. The front office staff worked under the tyranny of the telephone, with incessant calls and messages that distracted attention, forced them to constantly restack tasks, work through lunches, waste time on phone tag and absorb the frustrations of patients who didn't understand why they couldn't reach someone when they wanted.

"By the end of the day, their hair was on end. They were totally overwhelmed and still trying to catch up with calls from the morning," Souris said.

Rhinogram consolidates communication workflows by allowing the practice to use the same number for both of its locations that patients can either call or text. Messages can be handled by admin or routed to the doctor. Within a few short months of implementing Rhinogram, call volume reduced by 75 percent—helping reduce noise and tension. Texting also allows staff to manage multiple conversations at the same time, freeing staff to work without interruption and spend more quality time with patients for improved customer and staff satisfaction.

Thanks to Rhinogram, Souris is ready to cut the phone cord entirely. "Texting has helped our practice culture shift from stressed to relaxed. One day I'd like to see us get to 100 percent texting."

*"People appreciate anything that's easier, faster and more convenient. Now you can get your beautiful smile with as little effort as possible."*



*“Texting has helped our practice culture shift from stressed to relaxed.”*

#### RESULTS:



25% increase in practice growth in four months



75% reduction in phone calls



20% to 30% fewer unnecessary visits per month



Competitive differentiation through virtual consults

## Patient-centered Innovation

Souris is no stranger to innovation as a means for helping patients while staying ahead of the competition. The Cleveland-based orthodontist is the inventor of a lower jaw expander used in practices across the country. A natural disruptor, Souris leverages the latest technology to differentiate his practice—from clear removable straighteners and self-tightening braces to an intraoral scanner and 3D printer for digital impressions and custom smile design.

When Souris read about Rhinogram in a trade publication, he immediately saw its potential. The HIPAA-compliant communications platform represents an evolution in text messages, moving past practice-centered pushes, such as appointment reminders and confirmations, to real-time conversations that put the patient at the center. Moreover, Rhinogram’s simple, direct solution would ensure higher patient adoption.

“For me, the clincher was that there’s no app involved. No one wants another one of those,” Souris said. “Texting your doctor is just like texting your friends or family. It’s that simple.”

Rhinogram is not only easy, it’s convenient. With consumers responsible for a significant portion of their healthcare bills including orthodontic care, they want the best they can get for their money. This includes greater access to care, on-demand information and convenient appointments.

With Rhinogram, Souris’s patients can simply take a photo of their insurance information from the comfort of home and send it to the office in advance of an appointment, making it easier and faster to be seen. The same technology allows them to take a picture or “selfie” of their teeth and receive a virtual consult from the doctor to determine if an issue warrants coming in. Since implementing Rhinogram, the practice has 20-30 percent fewer unnecessary emergency appointments every month, saving patients time and money, while simultaneously increasing capacity.

## Delivering on the Promise of Being Better

Souris understands that consumers have many options for their orthodontic care. That’s why he is committed to creating the best possible patient experience by making care easy, convenient and personal. He believes Rhinogram is helping him deliver on that promise. In four months of going live with the platform, he has seen a 25 percent increase in practice growth.

“People appreciate anything that’s easier, faster and more convenient,” Souris said. “Now you can get your beautiful smile with as little effort as possible.”



Rhinogram’s HIPAA-compliant teleorthodontic platform enables a better patient experience by making convenient remote care possible, simplifying communication, and minimizing interruptions with text-based patient engagement.

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