

# BERDY DENTAL GIVES PATIENTS A WORLD-CLASS EXPERIENCE WITH WEAVE



## CHALLENGE

**Ensuring patients receive world-class communication, in and out of the office, while keeping a full schedule.**

New patients at [Berdy Dental Group](#) don't get a typical dental experience. As soon as they arrive, they're greeted with gallery-quality art, personally collected by Dr. Christian Berdy. Then they receive a personal tour of the office, including its state-of-the-art technology - like a 3D printer - and are introduced to the Dr. for a one-on-one consultation. This white-glove treatment is one of the many reasons Berdy Dental Group boasts a sky-high 5-star review average on Google.

With Weave, Berdy Dental gives patients outside the office the same level of thoughtful communication as they've come to expect inside the office. Because patients can confirm their appointments by responding to an automatic text reminder, front office staff spend their time proactively scheduling patients, rather than reactively confirming appointments. And when a hurricane warning required the office to temporarily close, they leveraged Weave to keep in touch and reschedule patients from the safety of their own homes.



## RESULTS

### > 50% Appointments Confirmed by Text

PATIENTS CONFIRM WITH A SIMPLE TEXT

### Consistently Full Schedule

TIME SAVINGS CONVERTED INTO PROACTIVE PATIENT SCHEDULING

### Same-Day Cancellations Filled

QUICK FILL FEATURE ALLOWS FOR LAST-MINUTE SCHEDULING

### Flexible Patient Communication

RESCHEDULE PATIENTS FROM ANYWHERE - EVEN DURING A HURRICANE WARNING

**“ Weave’s automated appointment reminder texts save me so much time to proactively reach out and schedule past patients. I don’t leave the office without the schedule being full. ”**

**LYNN PARKINSON** + Hygiene Coordinator

## **GIVING PATIENTS A WHITE-GLOVE TREATMENT - WHEREVER THEY ARE**

Most patients are busy, and usually don’t have the time or availability to answer a phone call and confirm their appointments. In many practices, front office staff spend a large portion of their day playing phone tag with patients. Berdy Dental is not one of these.

Berdy Dental uses Weave to confirm over 50% of their appointments via text. Patients are auto-texted a reminder 28 and 7 days out from their appointments; they love being able to confirm their appointment by simply replying to the text. Since Weave also services Berdy Dental’s phones, text reminders come from the office’s phone number, not a mystery number that leaves patients confused. And if a patient cancels at the last minute, other potential patients to fill that slot are just a few taps away in Weave - making it easy to keep a full schedule.

They also use Weave’s automated review invitations to invite recent patients to leave a review for the practice on Google or Facebook. While many patients used to leave a review about their great experience without prompting, the reminder ensures they don’t forget - they currently have more than 275 Google reviews.

## **FLEXIBLE PATIENT RESCHEDULING - EVEN IN A HURRICANE WARNING**

As an office in an area of Florida prone to flooding, Berdy Dental occasionally needs to close and reschedule patients on short notice. With Weave, they are managing their patient communication through the Weave mobile app from wherever they are.

This is exactly what happened during a hurricane warning in 2019. To keep their staff and patients safe, Berdy Dental closed their office when they expected a hurricane was about to hit. Instead of calling patients from their own personal numbers - something that would have happened in the past - they called from their office number through the Weave app. Patients picked up because they knew the number that was calling, and every patient was rescheduled.

Fortunately, the hurricane did not make landfall around the Berdy Dental office. But because they were able to call and text from their office phone number from the safety of their homes, they avoided patients driving into the office during a time of potential crisis.

**“ We pride ourselves on using the latest technology, and our patients know that. With Weave, we’re able to give patients the same experience they’ve come to expect even when they’ve left the office. ”**

**LYNN PARKINSON** + Hygiene Coordinator