

Cercek Dental Sets Their Practice Apart With Weave

Challenge

Maintaining steady, profitable growth while providing patients with a one-of-a-kind dental experience.

Cercek Dental offers an increasingly uncommon old-school, patient-centric experience. They know when their patients are about to graduate college, when their birthdays are, and when they're due to add another member to their family. And as a woman-owned practice with an all-female staff, Cercek Dental offers a unique atmosphere that sets them apart. New patients (many of which had not-so-great

dental experiences in the past) often report that it's the best experience they've ever had. Cercek Dental uses Weave to boost their online presence and simplify patient payments. With Weave, they've been able to keep up - and even accelerate - their steady, profitable growth. This year they'll be moving into a location twice as large as their previous office!



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Weave Payments has replaced the majority of our monthly billing statements. And since we can bill patients directly through text, we save a huge amount of time billing them as soon as their balance is available, rather than spending three days a month billing in bulk.

Cambria—Office Manager

Results

\$100k

collected through text

Outstanding balances collected through Text to Pay in less than a year

Full Schedule

Recall reminder texts + a great patient experience = a full schedule

\$135k+

processed in-office

Payments processed through Weave terminals in four months

100+

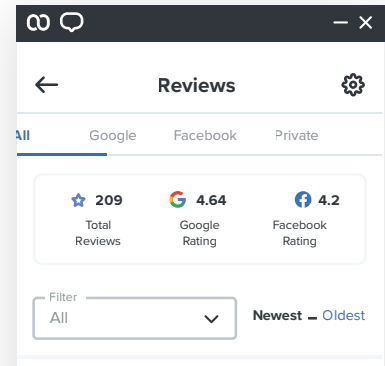
Google reviews

Increased number of reviews from five to 100+ in two years

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When we started with Weave, we had 5 Google Reviews. Now we're at over 100. It's played a huge role in our ability to keep a full schedule and acquire new patients.

Cambria—Office Manager



More Convenient and Efficient Payments

Cercek Dental uses Weave to process both in-office payments and balances collected after the patient's appointment. All payments are processed with the exact same rates and fees across card and payment types, reducing the headache of decoding traditional merchant statements. Patients also love the ability to “tap” their card to the credit card terminal - no inserting or swiping necessary!

For balances that need to be collected after a patient leaves the office, Cercek Dental uses Weave's Text to Pay feature. Rather than sending out over 100 physical statements a month, they simply text patients a link to make a payment on their outstanding balance. Previously they needed to spend 2-5 days each month printing out, double-checking, and mailing statements (around 20 staff hours). Now they simply send payment requests to patients as soon as their insurance comes through. What used to take days can now

be done in the moment as a patient's record is updated, proving that more payment options can help small businesses like Cercek Dental collect more outstanding balances, faster.

Making Reno Aware of Great Dentistry

Patients have always received a great experience at Cercek Dental. But before they started using Weave, the only way potential new patients in Reno, NV would know that is by word of mouth. With only five reviews on Google, it wasn't clear what sort of experience patients were getting. Then they started using Weave to invite every patient to share their experience on Google or Facebook. Now Cercek Dental has over 100 reviews - with an average of 5 stars! Online reviews have become the primary way for new patients to find their practice - a big part of the reason for their continued growth.