

Dr. Cynthia K Brattesani creates personal patient experiences using Weave



San Francisco is one of the most competitive dental markets in the U.S. With a population to dentist ratio of 640:1—one of the densest in the country (**avg in the US is 1,405:1**), practices have to find ways to stand out and retain patients.

Dr. Cynthia K Brattesani prides herself on her ability to think of new ways to do things differently. Not surprisingly, Dr. Brattesani's practice stands out by providing very personal and unique patient experiences.

Recently, one of their elderly patients was diagnosed with cancer. Knowing that the patient's wife was exhausted, the hygienist cooked all day—on her day off—to make some

meals for the family. They then used Weave to reach out and drop off the meals. This simple act provided much needed relief to the patient and strengthened their office-patient relationship.

During COVID lockdowns, Weave helped the Brattesani practice connect with patients even when their doors were closed. Dr. Brattesani and her hygienist reached out using their own mobile devices to several of their patients who did not have families in the San Francisco area. They asked what they could do to help, and even went as far as offering to go to the supermarket or pharmacy on their behalf.

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“People don't always know how great of a clinician you are, but they remember their experience,” recalls Dr. Brattesani. “We want patients to feel better about themselves when they leave the practice. Having any system, like Weave, allows us to connect better and engage with the patients we love.”

Dr. Cynthia K Brattesani—Cynthia K Brattesani Inc.





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“These patients loved getting those calls,” recalls Dr. Brattesani. Many of these elderly patients had less social interaction during lockdown and these phone calls made a real impact. Many of the patients still thank the staff for calling—even months later! “Having Weave and patient phone numbers easily accessed on your personal mobile device, gave us the ability to call easily.”

Dr. Cynthia K Brattesani—Cynthia K Brattesani Inc.

Weave Makes Patient Interactions More Personal

Part of what makes Dr. Brattesani and staff so proficient at connecting with patients is their ability to provide a personalized experience. Weave’s ability to show the staff who is calling, complete with their information and photo, not only saves time but helps the team connect personally with each patient. “My staff loves when the phone rings and the message pops up and they see the photo of the patient. This goes beyond recognition as it helps add the personal touch and helps my staff engage at a much higher level.”

The Brattesani team also mentioned that they love that the pop-up screen appears when texts come in as well, noting that it saves them valuable time looking up patient information. Plus having the next appointment times and outstanding ledger balances visible when patients reach out helps shape the conversations more naturally.

Dr. Brattesani and her staff are able to go the extra mile for patients thanks to two simple things: 1) Their focus on providing an exceptional experience; and 2) Weave’s innovative tools that help staff members save hours a day and better manage their schedule.

“Our employees save hours on end with Weave. Weave declutters everything. It has become indispensable. Weave sparks joy!”

When the staff is not tied up all day with administrative and manual tasks, they can focus their efforts on where it really matters, the patient.

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