



Prioritizing the patient experience with Weave



How missed call texts, team chat, Text to Pay, and online reviews make life easier for patients, dentists, and front office staff



North Ridgeville Family Dentistry is a practice that's been successfully running since 2005 in northern Ohio. Today, the practice has 14 employees, including two doctors and three hygienists, and sees roughly 40 patients each day. Although the office prides itself on providing top-notch dental care, a holistic office visit and patient impression are its main focus.

“

Our number one priority is the patient experience,” says Dr. Ankur Gupta, a general practitioner and one of the practice’s owners.





Over-delivering to patients

Because of this emphasis, the staff at North Ridgeville Family Dentistry are always looking for ways to go the extra mile for their patients. If patients are waiting for more than five minutes, staff members give them a Starbucks gift card. If it's raining, they walk them to their car with an umbrella. They make sure the lobby is stocked with coffee, headphones, and neck pillows.

Recently, Dr. Gupta learned that several patients had vacations canceled due to the pandemic. Dr. Gupta and his staff gave one patient a gift basket and wore leis during the appointment after their Hawaiian cruise cancellation.

For a patient who missed out on a trip to Mexico, the office played Jimmy Buffett over the loudspeakers and gifted the patient margarita mix.

Dr. Gupta believes in over-delivering to his patients rather than over-promising. This over-delivery extends beyond the luxuries he offers his patients. North Ridgeville Family Dentistry adopted Weave as its communication platform to give its patients an optimized experience with text messaging, digital payments, team chat, and online reviews.

The transition to Weave

In January 2020, Dr. Gupta saw a presentation by a Weave representative at a dental conference in Phoenix. Though North Ridgeville Family Dentistry ditched traditional phone lines a decade ago, they were using a traditional VoIP (Voice over Internet Protocol) phone system that had some limitations. Dr. Gupta decided to give Weave a try.

“Whenever a dental office implements something new, there’s a lot of speed bumps,” says Dr. Gupta.

“With Weave, we completely changed the entire patient communication experience and it was seamless compared to other changes we’ve made.”

What made North Ridgeville Family dentistry’s transition to Weave so seamless? Dr. Gupta mentions four solutions that made Weave a no-brainer for his dental practice.

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The convenience of Missed Call Texts

Weave allows patients to immediately receive a missed call text if they call and Dr. Gupta's staff isn't able to answer. These automated messages give patients the ability to start two-way text conversations with the front desk. Receptionists and office managers don't have to worry about missing these messages because the messages pop up on their screen and let them respond by text.

“

I thought that was so ingenious,” says Dr. Gupta. “Even though we have two or three people at the front desk, there’s always going to be times of day when they can’t get to a call.”





Saving time with Text to Pay

After 20 years of practicing dentistry, Dr. Gupta has come to realize how slow and laborious the process of paper billing can be.

“Paper billing is such an inefficient system,” he says. “The option to send a patient a text and have them use Text to Pay is so valuable.”

Instead of mailing out bills for payment collection, dental offices can use Weave to send text messages following appointments to their patients with a link to a payment page. They’re also able to distribute payment reminders by

text, cutting down on waste and greatly reducing the amount of time staff members spend on the billing process. Plus, patients pay at their own convenience, whether that’s from the lobby, the parking lot, or from home.

According to Dr. Gupta, North Ridgeville Family Dentistry has transformed billing from “a process that usually takes 210 minutes per patient and makes it a 5-second process.” They simply select the patient, customize their message, and send a payment request by text using Weave.





Weave Team communication

“When I first started here and we didn’t have Weave, it was a lot of running back and forth,” says Alyssa Ziemba, North Ridgeville Family Dentistry’s reception and insurance coordinator. “It’s really streamlined now.”

The streamlining effect mentioned by Alyssa is created using Weave Team. This solution lets practices communicate in a chat within Weave, eliminating the need for dentists, hygienists, and front desk staff to hurry around the office while trying to keep each other informed about the status of various appointments.

Dr. Gupta uses Weave Team to ask staff members like Alyssa put together a treatment plan to show patients as he’s finishing up their dental work. Similarly, Alyssa is able to notify Dr. Gupta via chat when a patient is done checking in and is ready for an examination. This level of communication makes patients feel secure and trust that the practice knows what it’s doing.

“

We can communicate faster with Weave,” says Alyssa, “and that allows patients to have a seamless and enjoyable experience.”



The power of Reviews

Initially, North Ridgeville Family Dentistry didn't use Weave to send online review requests to every patient that came in for a visit. They selected specific individuals with an overwhelmingly positive experience and asked them for a review on Google. However, Dr. Gupta and his team noticed they frequently forgot to even ask for reviews.

So, they turned on the automated review request feature within Weave. Every patient that steps into the practice now receives an online review request following appointments. The results have been impressive.

"We decided to send everybody a review request," says Dr. Gupta. "Since then, we've received more five-star Google reviews per month than we've ever had. Now we're getting about seven reviews per month, when previously we were getting one review every month or two."



4x

monthly 5-star reviews
with Weave automated
review texts



One place for every customer interaction

North Ridgeville Family Dentistry appreciates what texting and emailing tools can do for the overall patient experience, but they had these features with other communication software. For Dr. Gupta and his team, the real difference with Weave is having an array of communication solutions within one platform.

“Review generation, Text to Pay, and missed call texts are things we really value,” says Dr. Gupta. “Team messages are something we just didn’t get from any other service. We would have had to hodge-podge four different services together in order to get all of those features. It’s nice to have everything put together in one service.”

To learn more about how Weave lets dental offices prioritize the patient experience, contact our team today for a free demo.

[Schedule a demo](#)