

# RIVERFRONT DENTAL PUTS THE PATIENT FIRST WITH WEAWE



## CHALLENGE

**Delivering incredible patient experiences and growing an online presence while managing a full office workload with limited headcount.**

Many dental practices today are focused on expansion and maximizing revenue. And while profits are important, the patient experience often gets lost in the process. [Riverfront Dental](#) has a different strategy. Rather than pursuing growth at all costs, they've chosen to put their focus on providing the sort of care only a familiar, local practice can deliver.

Weave frees up the time for the small, busy practice to do exactly that. By allowing patients to confirm their appointments with a simple text, their staff saves over 25 hours a month to refocus on the in-person patient experience. Since they started using Weave two years ago, they've increased their number of Google Reviews by 750% - from less than 20 to over 150.



## RESULTS

### 25+ Hours Saved Per Month

TIME SAVINGS FOR STAFF FROM CONFIRMING  
APPOINTMENTS BY TEXT, INSTEAD OF CALLING

### #1 Source of New Patients: Google

MOST NEW PATIENTS FIND RIVERFRONT  
THROUGH GOOGLE REVIEWS

### 130+ New Google Reviews

INCREASED NUMBER OF GOOGLE REVIEWS  
FROM < 20 TO OVER 150

**“ Before we started using Weave, we just had a few Google Reviews. Now we have over 150, and it’s our #1 source for new patients. ”**

**RACHEL FOX** + Office Manager

## PUTTING A PREMIUM ON THE PATIENT EXPERIENCE

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Long-term relationships are the lifeblood of a small, local practice. Even a greeting at the front desk can go a long way toward making the right impression. But the day-to-day running of the business can make it difficult for front office staff to give patients the attention they deserve.

Before using Weave, Riverfront Dental’s sole receptionist would spend an hour a day calling scheduled patients to confirm their appointments. Patients in the office would often need to wait while future patients were being confirmed. With Weave, scheduled patients receive text reminders about their future appointments and can confirm them with a simple texted response. If they have any questions or would like to reschedule, they can text back and enter a two-way text conversation with the receptionist or office manager. This text-first approach saves time for both Riverfront Dental and their patients:

**“ Our receptionist used to spend a little over an hour a day confirming appointments. Today it takes her just 15 minutes; she can focus so much more on patient care and being available for our patients in-office. ”**

**RACHEL FOX** + Office Manager

patients can reply when it’s most convenient for them, and Riverfront’s staff no longer spends an hour a day playing “phone tag.”

Riverfront Dental also recently started using Weave to collect on patient balances with Text to Pay. Rather than calling patients to collect delinquent balances, Riverfront’s office manager sends them a text with their outstanding balance and the option to pay on their cell phone.

**“ It’s so much easier to collect on delinquent balances, and less ‘aggressive’ than calling. People tend to get paper invoices and forget about them; my list of overdue balances is shrinking. ”**

**RACHEL FOX** + Office Manager

## EMPOWERING NEW PATIENTS TO FIND RIVERFRONT

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Prior to Weave, Riverfront experimented with a number of different ways of gathering reviews, but nothing moved the needle. They had very few Google Reviews - less than 20. With Weave, that’s all changed. Each patient is automatically invited via text to share their great experience in a Google or Facebook review.

The result? In just two years, Riverfront Dental increased their number of Google Reviews from less than 20 to over 150. That’s a 750%+ increase! Today, Google Reviews are their #1 source of new patients, outpacing both word-of-mouth and referrals from insurance providers.