

Lean and Mean: Sonrisa Dental Relies on Weave Amidst Staffing Challenges, Saving \$50K+ a Year



Sonrisa Dental, a longstanding dental practice in Chicago, was overcome with staffing challenges and operational disruptions when their office manager abruptly departed, leaving them in disarray. Fortunately, Dr. Debossu, the practice owner, discovered Weave's comprehensive software solution, which revolutionized their operations. Weave's intuitive platform streamlined processes, improved patient communication, increased online reviews, and empowered the practice to prioritize patient care (even with less staff), ultimately delivering a stress-free and exceptional experience. With Weave's tools, Sonrisa Dental regained control, giving the practice the power to operate leanly and efficiently and ultimately saving them well over \$50,000 annually in salary expenses.

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About Sonrisa Dental

Located in the heart of Chicago, Illinois, Sonrisa Dental has been serving the community since 1990. The dental practice operated with a modest team of 4-5 employees, including an office manager, a hygienist, 1-2 dental assistants and Dr. Debossu himself. Operating under a fee-for-service model, the practice prioritizes personalized attention and comprehensive treatments for each patient, ensuring their oral health needs are met with expertise and care.

In 2017, Sonrisa Dental had an office manager who managed the day-to-day operations, everything from ordering and billing to scheduling and communicating with patients. However, one day she resigned without warning—leaving the office with no idea how to keep things running smoothly, if at all.

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Finding Weave

forward.”

Just days after the office manager left, Dr. Debossu discovered Weave at a dental conference. He was excited to learn that software tools existed to solve the exact need his office was facing. Sonrisa dental signed up on the spot. The office quickly discovered that the new software empowered his team to communicate with patients and automate tedious scheduling tasks, which ultimately swept away the stress and chaos that had engulfed the practice.

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Running a LEAN Practice

Weave empowers Sonrisa Dental to run a lean practice. Currently, they have only 2 employees, Dr. Debossu and Wanda, his hygienist of 20 years. In addition to clinical work, Dr. Debossu manages marketing, inventory, and the general operations of the practice, while his hygienist handles patient care, patient communications, and insurance. With such a small staff, Dr. Debossu relies on Weave to automate as many tedious tasks as possible and simplify operations while providing a level of care worth sharing. Weave's online reviews tool keeps new patients coming in, while reducing spend on other marketing initiatives.

With Weave, the practice was able to apply a lean strategy to consolidate a patchwork of tools and utilize platforms to their full extent.

Automated text and email appointment reminders saves the office hours a week doing

reminder calls. While two-way texting enables them to communicate with offices asynchronously and streamline operations. Weave Payments helps them collect efficiently and simply.

The office particularly enjoys Weave's mobile app and softphones feature, which empowers both team members to check and answer voicemail messages, check and update schedules and communicate with patients from anywhere with an internet connection, without the need for a physical phone. This functionality has been vital when last-minute scheduling changes occur, as they can easily reach out to their waitlist with Quickfill List to fill gaps from any cancellations.

"We are using Weave the way we feel fits our office best. We are extremely satisfied with the value we get from Weave."

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What we found was that Weave was quickly taking over the roles of other software that we employed, from marketing to payments. The convenience of Weave, having it all in one platform, allows us to be so flexible.

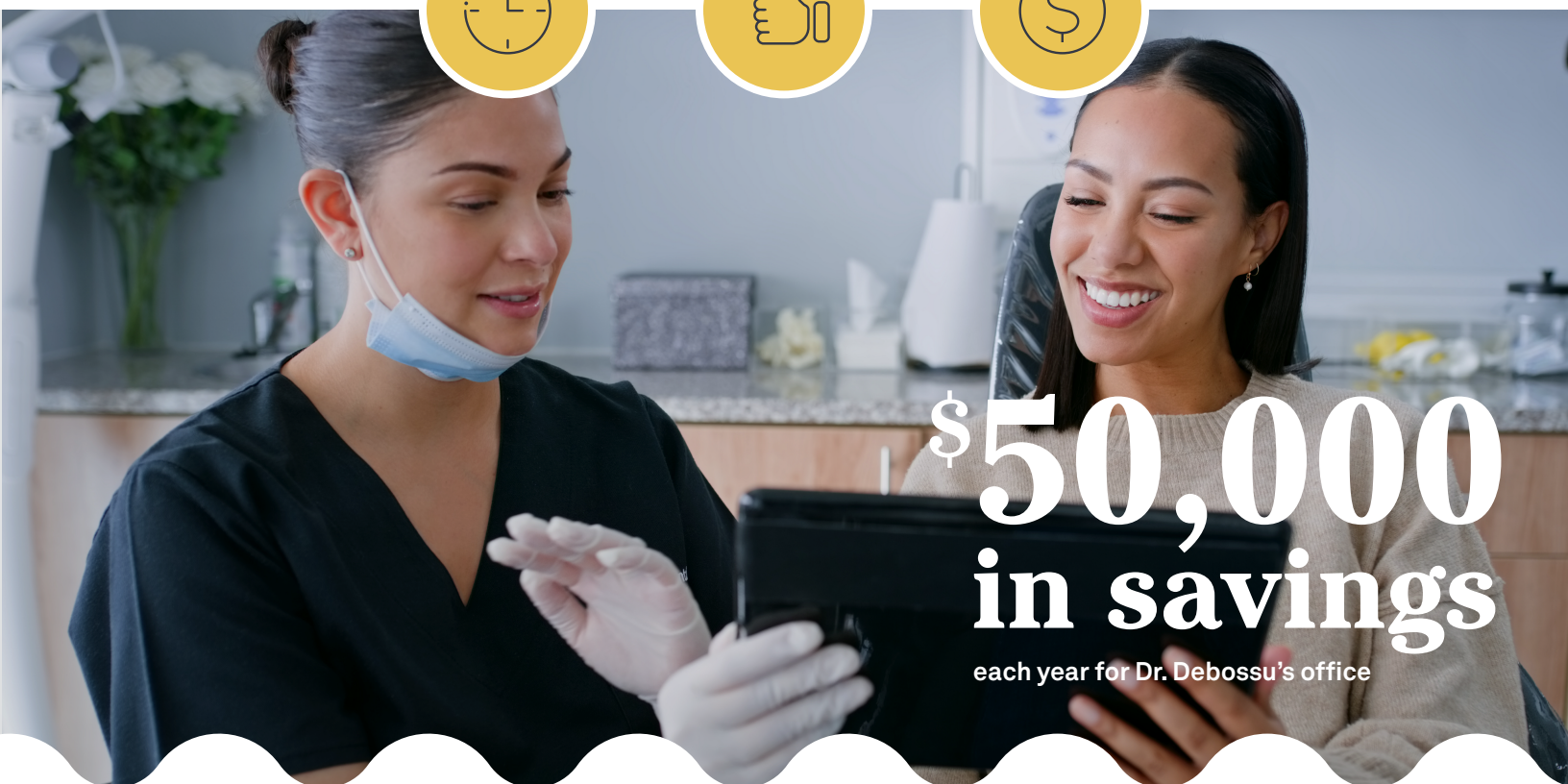
Cost-Saving Results

Sonrisa Dental's commitment to a lean operational approach empowers them to make the most of limited resources, including time, effort, and cost. While Dr. Debossu does not intend to maintain a staff of only two members in the long run, Sonrisa Dental will persist in utilizing technology to streamline processes and enhance the productivity of a leaner team.

"The most valuable currency with a lean team becomes time. If you know how to use software tools and utilize their potential—the sky's the limit."

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The bulk of expenses in a practice are salaries. We have been able to lower our overhead and maximize our personnel. We are now very efficient, and our overhead is down. There is not a lot of waste. Weave essentially is saving us conservatively about 50K a year in salary expenses.



**\$50,000
in savings**

each year for Dr. Debossu's office

Weave - An Office's Best Friend

Weave brings together a world-class phone system and a suite of communication tools into an intuitive and easy-to-use patient experience and payments platform. With Weave, it's easy to automate more tasks, keep schedules full, get paid faster, collect more reviews and much more. This leads to fuller schedules, more on-time appointments, more production and ultimately a more stress-free office, even amidst the stressful atmosphere of staffing changes.

Whether your office has 2 employees or 20, Weave's intuitive tools empower your team to be more efficient, simplify processes and ultimately provide an ideal patient patient experience.

Schedule a free [demo](#) or take a look at our customer stories [here](#) to find out from real people how Weave can make a big difference for you and your team.

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We love Weave! It saved our office and we could not run without it.



**See firsthand how
Weave can simplify your
office today.**

Schedule a demo



Staffing Challenges

Losing the office manager was a major disruption for Sonrisa Dental, and unfortunately, it was not the only staffing challenge they faced over the next few years. In 2021, they lost their Dental Assistant, who was not only an expert at dental assisting, but had also taken on the roles of patient coordinator and insurance coordinator.

Staffing continues to be a challenge for Sonrisa Dental, and they are not alone. [87% of dental practices surveyed by the ADA](#) say that finding dental assistants is “very” or “extremely” challenging. Dr. Debossu has been able to hire people to fill vacant positions but many have left after just weeks on the job.

“Bringing someone in for them to turn around and leave in a short period is a waste of money. Weave empowers our office to keep operations running smoothly, even during challenges with

Finding Weave

staff turnover and hiring. Weave allows me the convenience of not being in a rush to hire someone.”

The past few years have taught Dr. Debossu that hiring the right person is difficult and costly. Staffing challenges have led Dr. Debossu to adopt the philosophy of learning how to run every aspect of his practice. “You need to train yourself and cross-train your staff, rather than hoping someone ‘magically walks through the door to solve your problem,” he jokes. Fortunately, having a system like Weave empowers Dr. Debossu’s office to function smoothly on the operational side, giving him the convenience of hiring someone on his terms and not scrambling to fill a vacancy.