

Grand Street Dental

Williamsburg, NY

 1 location

 Dentistry

 2 Dentists

 3 Hygienists

NexHealth helps Grand Street Dental increase online bookings by 157% in 2019.

“The benefits of using NexHealth is for certain the capability of keeping up with patients and appointments in this fast pace NYC we live in. We are able to really connect with our clients and keep our conversations documented. This has really helped avoid broken appointments!

Krislyn R., Office Manager

CHALLENGE

Grand Street Dental came to NexHealth with high cancellation and no-show rates they hoped to improve. These challenges stemmed from a lack of integrated online booking, automated patient reminders, and communication tools. Worst of all, they knew they had a problem but had limited visibility and a lack of clarity due to the absence of patient analytics and reporting capabilities.

SOLUTION

Grand Street Dental leveraged the NexHealth Patient Experience Platform in 2018 to offer real-time online booking, payments, two-way messaging, and email/SMS marketing campaigns that resulted in a substantial 157% increase in booking volume from 2018 to 2019.

Additionally, they were able to significantly reduce missed appointments and office headaches with automatic appointment reminders and cancellation rescheduling. Finally, Grand Street Dental was able to keep their operatories full with our NexHealth ASAP List, a feature that automatically engages patients on a waitlist to fill open appointment slots.



157%↑

increase

in online appointments completed in 2019.



22%↑

increase

in patient volume from 2018 to 2019.



79

appointments

scheduled from the ASAP list feature within a year.



196

rescheduled appointments

automatically from reminders since 2019.