



Case Study



Specialty: **Orthodontics**



George Souris, DDS, MSD
Braces by Souris
Cleveland, OH

Quick Facts

- 2 office locations
- 1 physician, 3 staff members
- 500 patients per month
- Open four days a week

GOALS:



Gain new patients



Stand out from competitors



Reduce emergency visits

Cutting the Cord with Consumer-focused Tech

Rhinogram’s simple, direct text messages transform culture and care for Ohio orthodontist

Necessity is the mother of invention, especially in orthodontics, where advances in technology make for faster, more effective and less painful treatments. While the industry has seen no shortage of breakthrough tech when it comes to tools—from scanners to bracket systems and invisible straighteners—one area that hasn’t kept pace is communications technology. Today’s empowered healthcare consumers have come to expect the most sophisticated treatment options. They’re looking for more from their providers—greater convenience, more personalization and better customer service.

Recognizing that existing and prospective patients have more choices than ever as to where to spend their money, Dr. George Souris implemented the secure communications platform, Rhinogram, as a way to truly differentiate his practice.

“I’ve reinvented my practice every year since I started,” Souris said. “I’m always looking at what I can offer that others don’t to improve the patient experience.”

Transforming Practice Culture

With two locations and a staff of just three, fielding phone calls was a “logistical nightmare.” Unlike text messages, phone calls can only be dealt with one at a time. The front office staff worked under the tyranny of the telephone, with incessant calls and messages that distracted attention, forced them to constantly restack tasks, work through lunches, waste time on phone tag and absorb the frustrations of patients who didn’t understand why they couldn’t reach someone when they wanted.

“By the end of the day, their hair was on end. They were totally overwhelmed and still trying to catch up with calls from the morning,” Souris said.

Rhinogram consolidates communication workflows by allowing the practice to use the same number for both of its locations that patients can either call or text. Messages can be handled by admin or routed to the doctor. Within a few short months of implementing Rhinogram, call volume reduced by 75 percent—helping reduce noise and tension. Texting also allows staff to manage multiple conversations at the same time, freeing staff to work without interruption and spend more quality time with patients for improved customer and staff satisfaction.

Thanks to Rhinogram, Souris is ready to cut the phone cord entirely. “Texting has helped our practice culture shift from stressed to relaxed. One day I’d like to see us get to 100 percent texting.”

“People appreciate anything that’s easier, faster and more convenient. Now you can get your beautiful smile with as little effort as possible.”



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RESULTS:



25% increase in practice growth in four months



75% reduction in phone calls



20% to 30% fewer unnecessary visits per month



Competitive differentiation through virtual consults

Patient-centered Innovation

Souris is no stranger to innovation as a means for helping patients while staying ahead of the competition. The Cleveland-based orthodontist is the inventor of a lower jaw expander used in practices across the country. A natural disruptor, Souris leverages the latest technology to differentiate his practice—from clear removable straighteners and self-tightening braces to an intraoral scanner and 3D printer for digital impressions and custom smile design.

When Souris read about Rhinogram in a trade publication, he immediately saw its potential. The HIPAA-compliant communications platform represents an evolution in text messages, moving past practice-centered pushes, such as appointment reminders and confirmations, to real-time conversations that put the patient at the center. Moreover, Rhinogram’s simple, direct solution would ensure higher patient adoption.

“For me, the clincher was that there’s no app involved. No one wants another one of those,” Souris said. “Texting your doctor is just like texting your friends or family. It’s that simple.”

Rhinogram is not only easy, it’s convenient. With consumers responsible for a significant portion of their healthcare bills including orthodontic care, they want the best they can get for their money. This includes greater access to care, on-demand information and convenient appointments.

With Rhinogram, Souris’s patients can simply take a photo of their insurance information from the comfort of home and send it to the office in advance of an appointment, making it easier and faster to be seen. The same technology allows them to take a picture or “selfie” of their teeth and receive a virtual consult from the doctor to determine if an issue warrants coming in. Since implementing Rhinogram, the practice has 20-30 percent fewer unnecessary emergency appointments every month, saving patients time and money, while simultaneously increasing capacity.

Delivering on the Promise of Being Better

Souris understands that consumers have many options for their orthodontic care. That’s why he is committed to creating the best possible patient experience by making care easy, convenient and personal. He believes Rhinogram is helping him deliver on that promise. In four months of going live with the platform, he has seen a 25 percent increase in practice growth.

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Rhinogram’s HIPAA-compliant teleorthodontic platform enables a better patient experience by making convenient remote care possible, simplifying communication, and minimizing interruptions with text-based patient engagement.

Text or call us at 423.800.7644 [Rhinogram.com](https://www.rhinogram.com)