



CASE STUDY



SPECIALTY / ORAL HEALTH

# Orthodontic Practice Brings in \$80,000 of New Revenue in One Month with Rhinogram



Dr. Keith Dressler  
Orthodontist  
Chattanooga, TN

## Overview

Keith B. Dressler, D.D.S., M.S.D, an orthodontist for over 30 years, needed a more convenient and efficient way to connect with patients, operate his practice, and expand his base of potential new patients. With Rhinogram, he improved patient connections, streamlined practice operations, and added \$80,000 of new patient revenue per month thanks to a new and growing patient base.

## Better Utilization of Staff's Time

One of Dr. Dressler's biggest challenges was the efficient use of his practice's time, from new patient exams and seeing current patients, to verifying insurance benefits and finalizing pay arrangements.

Dr. Dressler also knew that developing more efficient processes could benefit the people who matter most to his practice—his patients. To provide a superior, seamless patient experience, Dr. Dressler needed a more strategic way to reach his patients, something that went beyond traditional phone calls or email.

In addition to fulfilling on his promise to better serve his patients and team members, Dr. Dressler's practice was no exception to the market pressures felt by orthodontists, so he wants to expand his marketing efforts beyond the traditional patient base.

## Reducing Unnecessary Appointments with Virtual Consults

Dr. Dressler knew there had to be a better way to serve his patients and run his office more efficiently, which led him to Rhinogram. Rhinogram's cloud-based platform, offered more than a HIPAA-compliant messaging tool. It made his established business phone number textable, brought in messages from Facebook, allowed patients to send in photos of their teeth and insurance card, and did this all while improving patient response times.

Now, Dr. Dressler uses patient selfies to conduct digital cursory exams and determine a treatment plan. He then provides a link to a health history form via text or Facebook Messenger, and easily schedules same-day start appointments.

"Engaging and communicating with patients digitally has made it much easier to answer questions about cost, treatment duration, and number of visits, as well as providing links to online forms that need to be completed prior to beginning treatment," Dr. Dressler says. "All this is done before they even visit the office, so a same-day start on their first visit is very doable."

## CHALLENGES



Inefficient use of practice time finalizing patient information



Difficulty expanding marketing efforts beyond traditional patient base



Needed to craft a more seamless patient experience



*“Not only is Rhinogram changing the way I run my practice, it’s also transforming patient behavior to create better outcomes, and opening up a new segment of potential patients.”*

## RESULTS



\$80k in revenue from a previously untapped potential patient base



Extended abilities to communicate with patients when/how they want to



New patients messaging directly from Facebook and Google ads—all routing into Rhinogram

## Creating a Quality Experience that Brings in New Patient Revenue

Since using Rhinogram, Dr. Dressler has acquired more than 100 new patients, mostly adults whose initial contact was outside of traditional business hours. In fact, Dr. Dressler even noticed that the most active time for inquiries from potential new patients is between 9:30 and 11:00 p.m. Rhinogram’s automated out of office response made it possible for Dr. Dressler’s practice to gather these late night inquiries, notify patients that their inquiries were received and when they could expect follow up from his office. Rhinogram allowed Dr. Dressler to tap into an otherwise untouched patient base simply by extending his practice’s ability to communicate with patients on their schedule.

Dr. Dressler is currently gaining 15 to 20 new starts per month. Each new start represents \$3,500 to \$4,500 per case, meaning Dr. Dressler has been able to add approximately \$80,000 of new patient revenue monthly from this previously untapped potential patient base.

All these new patients are coming from a series of Facebook ads asking potential patients to share three images of their teeth. The images can be sent to Dr. Dressler via SMS to his text-enabled business phone number or through Facebook Messenger. Either way it is captured in Rhinogram and held in a HIPAA-compliant environment.

*“Not only is Rhinogram changing the way I run my practice, it’s also transforming patient behavior to create better outcomes, and opening up a new segment of potential patients.”* says Dr. Dressler.



Rhinogram is the leading HIPAA-compliant communication solution that helps providers and care teams simplify communication, improve patient response times, streamline workflows, and minimize office interruptions.

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