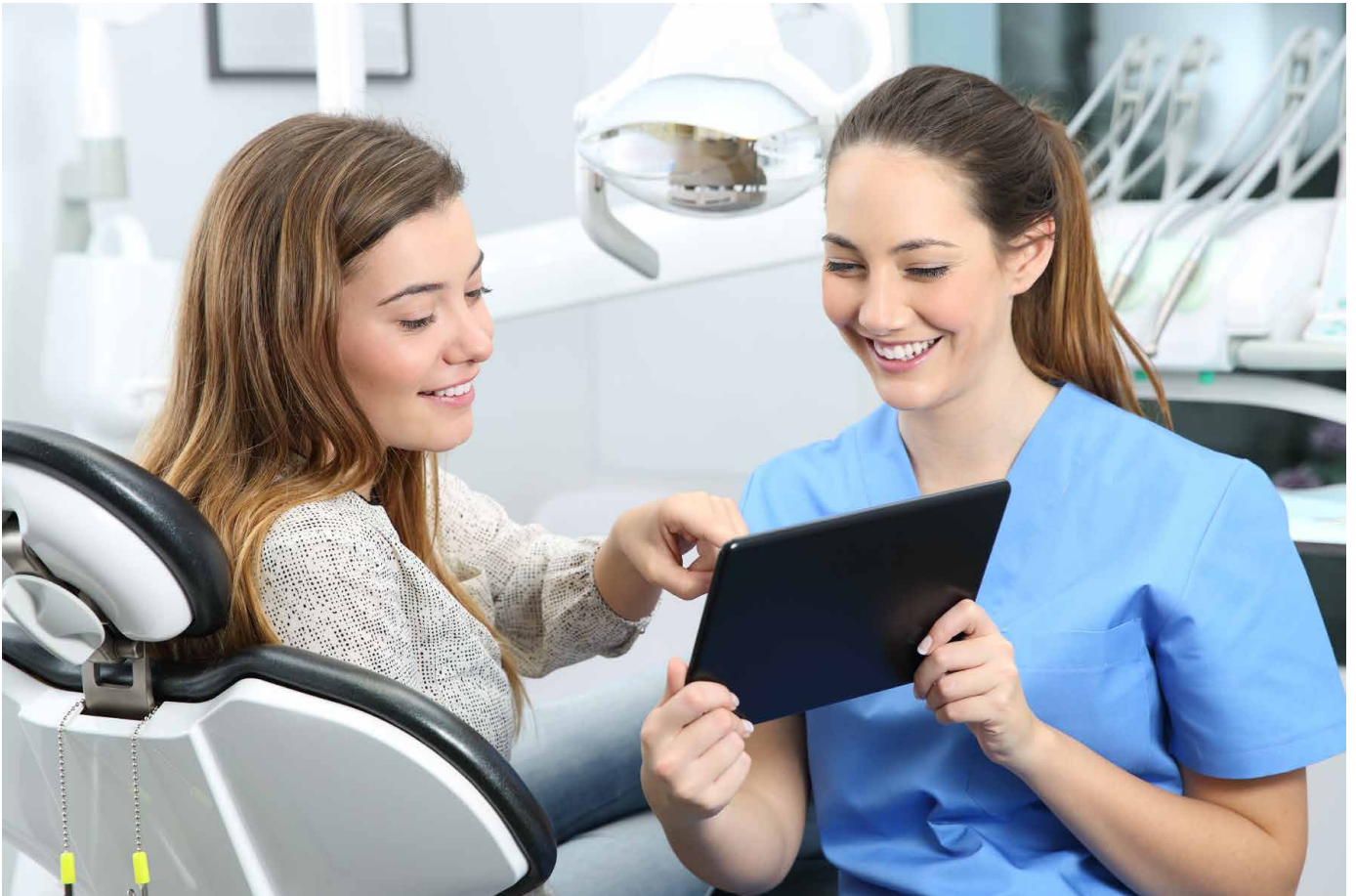


Dental Practice Growth Case Study: Celebration Dental



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Celebration Dental is on a mission to provide high quality dentistry to patients in and around Central Florida. Their motto is to have clear communication with patients regarding treatment, finances, and education. Unfortunately, the practice's practice management software was severely hindering its success in these areas :

Struggling with an outdated practice management system

The existing practice management system used in Celebration Dental could no longer keep up with the needs of the growing dental enterprise. The lack of control, visibility and integration was clearly impacting the financial success of the practice and motivated the team to look for a change.

Inefficient patient engagement

The old system did not integrate well with patient engagement solutions, resulting in loss of production from mismanaged scheduling and lost opportunities in recall.

Lack of financial control

Bottom line was less predictable and managing cash flow was nearly impossible. System errors often resulted in late disbursements, making it difficult to keep up with payroll.

Low staff productivity

Employees working in the areas that receive or process patients were feeling exhausted and over worked. This was affecting their attention to patients. Employees also reported disappointment with the existing systems that were significantly less functional than their handheld mobile phones.

Decline in patient satisfaction

Though most of the patients accepted the older processes, the occurrence of issues was high. Errors in eligibility checks, payment processing, and even scheduling led to negative encounters. And the team had to try a lot harder to manage their reputation.



"It is quite exciting to work with CareStack. Everyone in our practice has also started looking forward to positive change. Without such an active relationship, we may not have been able to leverage all these functions so well. The team you are working with really matters,"

- Linda, Office Manager

Partnering with an innovative customer focused company

Celebration Dental chose CareStack both for the system's modern design and company's commitment to solving their challenges. On top of that, the entire team at Celebration Dental was excited to partner with a young, innovative company.

Faster payments and better collections

By partnering with CareStack, Celebration Dental was able to collect more revenue at a faster rate. Cash flow has improved not only due to faster insurance payments, but also due to a more efficient process for collecting patient payments.

"They were a newer company and to see how far they've come already, that was really intriguing. I found a sense of passion and a commitment to resolving even the slightest of issues we faced. That was an experience in itself."

- **Beatrice, Billing Manager**

High practice efficiency

Since switching to CareStack, Celebration Dental has been able to significantly improve staff productivity. With online check-ins, manual data entry has been totally eliminated and the front office staff can now devote more time towards practice marketing and patient engagement. With powerful scheduling and clinical tools, production has gone up and profit per patient has increased.

"We are able to avoid confusion and provide a simple billing to our patient with various payment modes."

- **Gloria, Billing Specialist**

More visibility and insight

Using the analytics and reporting module, Celebration Dental has been able to drill down into their key metrics to get actionable insights, facilitating better informed business decisions.

"We have an opening tomorrow and I am pretty sure that when I come in tomorrow, it will be filled. So this way, the providers aren't sitting around during the day, they are going from patient to patient"

- **Treesa, Receptionist**

Building a strong partnership

Celebration Dental and CareStack continue to work together to raise the bar higher and improve practice performance further.

"Every day when I login, I see business performance right away. This way, I am able to better prioritize my tasks and drive the practice towards regular progressive change."

- **Linda, Office Manager**