

JOHNSON LARSEN Family Dentistry

Results from Using PracticeMojo:



90%

**Patients Confirmed
Automatically**



30Hrs

**Added to weekly
Hygiene Schedule**



7Yrs

**A PracticeMojo
Client**

Practice Profile:

Johnson Larsen Family Dentistry is a general dentistry practice located in Gilbert, Arizona. Founded in 1985 by Curtis Johnson, DDS, the practice is now owned by Brad Johnson, DDS, Dr. Curtis' son, along with his business partner, Dr. Scott Larsen. The office comprises four general dentists, an orthodontist and 20 staff.

“My friend told me we should try it because it had saved her practice so much time”

**-Office Manager,
Gwen**

Challenges:

A long-established dental practice, Johnson Larsen had accumulated a patient base of thousands through the decades. Two of the office staff, Gwen, the office manager, and a second employee were tasked with handling all appointment reminders and recare to fill the hygiene schedule. Their primary communications channels were personal phone calls and postcard mailings—text messages and emails were not available to them.

To identify patients who had missed appointments or were overdue, the two staff members would manually comb through printed lists for their postcard mailings. “We were spending a lot of time every month sending out postcards,” Gwen explains. “We had to order the postcards, the postage, address them and get them in the mail.”

Gwen and her coworker would follow up the mailings with phone calls. “We’d try and figure out who called in response to the postcards, and who didn’t,” adds Gwen. “Then we would make calls but only reached about a third of the patients. I mean, most people are at work during the day.”

The two staff were spending 40 to 80 man-hours monthly on appointment reminders and scheduling—all this between handling the phones, checking patients in and out and verifying insurance.

“We were just two people,” Gwen continues. “There was no way we had time to do it all. To make matters worse, we weren’t getting results. The hygiene schedule was still full of holes.”

Read more on the next page.

Learn more about getting results like these

Call (800) 556-2580 or visit www.PracticeMojo.com.

CASE STUDY: JOHNSON LARSEN FAMILY DENTISTRY

Results:

In 2012, Gwen heard about PracticeMojo automated communications system from an acquaintance who worked in another dental office. “My friend told me we should try it because it had saved her practice so much

time,” explains Gwen. “I looked into the product and decided to go with it. I knew there was no way we could contact as many patients on our own as we could with PracticeMojo.”

Gwen reports the PracticeMojo system was up and running in just one day. “The system was so easy to use, very little training was needed,” says Gwen. “But when we needed help, their support reps walked us through it. The customer service is very extremely reliable. They’re proactive and always easy to get on the phone.”

Integrated with Johnson Larsen’s Eaglesoft practice management software, PracticeMojo automatically sends emails and text message reminders based on the office’s schedules. The system sends the first confirmation email to booked patients 28 days before their scheduled appointment and a text 24 days before. PracticeMojo then mails postcards 21 days prior to the date. If there is no response, the system sends another text and email in the week leading up to the appointment. For unscheduled patients, PracticeMojo sends an email 37 days before the patient’s due date, a text 30 days before and a postcard 23 days before.

“We don’t contact the patient,” explains Gwen, “The system does and the patient responds. If patients don’t want to receive texts or emails, they can opt out whenever they like.”

The practice also takes advantage of PracticeMojo’s prebuilt campaigns which provide Gwen with over 300 customizable email templates. “I send an email campaign every year when schools let out,” says Gwen. “It tells parents we haven’t seen their child this year for a cleaning and to schedule an appointment while school is out. I used to do this because summers were our slowest time, but with PracticeMojo, we don’t have a ‘slow season’ anymore. In fact, we’ve had to add two hygienists and 30 hours per week to the hygiene schedule to keep up,” reports Gwen.

Results:

Since PracticeMojo’s implementation in 2012, Johnson Larsen Family Dentistry:

- Added two hygienists and 30 hours to its weekly hygiene schedule to accommodate demand
- **Confirms 90% of patients automatically**

Additionally, Johnson Larsen has enjoyed increased every year since the practice began using PracticeMojo automated patient communications system.

Learn more about getting results like these

Call (800) 556-2580 or visit www.PracticeMojo.com.

