



# AFFORDABLE DENTISTRY

USING PATIENT PURSUIT AS A  
TOOL FOR *IMPROVEMENT*

featuring



Affordable  
Dentistry &  
Orthodontics

**"ONCE WE STARTED USING IT, IT WAS LIKE AN ANSWERED PRAYER. THE INFO THAT PATIENT PURSUIT GAVE US WAS EXTREMELY VALUABLE."**

**A**ffordable Dentistry, a general dentistry and orthodontics practice, prides itself as being a family business that has served the Dallas area for 30 years-- so it's no surprise that Duane Taylor, DDS, is the owner and general dentist at the practice, and his wife is the office manager.

Taylor found out about Patient Pursuit after persistent direct mailers to the office. After a few months, Taylor told Bridgette Reed, the financial administrator at Affordable Dentistry, "We really need to check out what Patient Pursuit has to offer."

Reed visited the website and took a few minutes to listen to a bad call example on

the homepage. She immediately recognized similar scenarios happening on their own phones.

She knew something needed to change.

Reed was drawn in by Patient Pursuit's ability to walk their customers through the problems they are having on the phone, while also customizing their services to the clients' needs.

"Once we started using it, it was like an answered prayer," she said. "The info that Patient Pursuit gave us was extremely valuable and the price was so great we even said, 'you could charge more.' We thought it was too good to be true."



**“BEFORE PP, IF ONE OF OUR EMPLOYEES LISTENED TO TEN CALLS, THEY QUICKLY REALIZED THAT NOT ALL TEN CALLS ARE ALWAYS VALUABLE.”**



Dr. Duane Taylor,  
DDS, *Affordable Dentistry*

The staff at Affordable Dentistry keeps close tabs on various categories Patient Pursuit places their calls into including reasons they schedule, when patients call the most, and which staff members are scheduling the most.

“Once the system was implemented with the staff, we got nothing but positive feedback,” Reed said. “It’s like a report card, and staff members were constantly talking about how they were graded.”

ONCE THE SYSTEM WAS IMPLEMENTED WITH THE STAFF, **WE GOT NOTHING BUT POSITIVE FEEDBACK.** IT’S LIKE A REPORT CARD, AND STAFF MEMBERS WERE CONSTANTLY TALKING ABOUT HOW THEY WERE GRADED.

The management team and dentists over at Affordable Dentistry go over the calls with staff members during monthly meetings to find common problems happening on the phones. Reed said the accountability it has provided for their staff has made them not only want to succeed, but see their colleagues succeed as well.

Reed admits that the company doesn’t use Patient Pursuit as a way to meticulously analyze what their staff is doing on the phone, but it has been the best coaching tool they could have asked for.

“We go off of what Patient Pursuit provides us, and use it as a tool for **improvement** in the office,” she said. “It’s been fantastic for us.”

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