



Dr. Sarah Johnson, DDS  
Insight Dental  
Marietta, GA

When Dr. Sarah Johnson bought Insight Dental in 2021, she was excited by its potential. But she knew that in order to grow the business, she had to overhaul the practice's processes. Her first step was to add Flex Dental software to her Open Dental system which produced almost instantaneous results.

## Background

Dr. Johnson's father is a dentist who envisioned that one day his daughter would take over his practice. But she wanted to carve her own path so after working in her father's office for two years, Dr. Johnson joined a DSO practice and remained there for four years. Preferring independent practice life to a corporate environment, she joined Insight Dental in 2019 and then purchased the practice two years later.

### FAST FACTS



## Challenges

- No business systems in place.
- Financials were a mess and A/R was out of control.
- Staff found Open Dental ledgers confusing and were not filing insurance correctly.
- No recall system in place.



## Solution

- Replaced Lighthouse and Dental Intel with Flex Dental.
- Found Flex to be an easy system which fixed 95% of her practice's issues almost immediately.
- Flex helped her centralize her core business processes.
- Flex enabled the front office to utilize handheld devices to receive payments in real-time before the patient left the office.



## Results

- Flex Dental breaks out statements clearly, so patients easily understand insurance coverage and their obligation.
- Staff is much more effective filing insurance.
- After installing Flex, staff sent out 50 statements via text and received \$3k overnight.
- Flex's full two-way SMS capabilities enables Dr. Johnson to reduce no-shows and cancellations significantly.
- Patients complete forms prior to arriving, improving their experience and expediting check-in.
- Using Flex's automated patient review tools, Insight Dental has significantly increased the number of reviews resulting in 50-70 new patients each month.

## Everything is easier with Flex

From installation to customer care, Dr. Johnson has found Flex Dental makes running her business so much easier and more profitable.

“ Flex streamlines everything you need with Open Dental. ”

The business of dentistry can be daunting unless you have the right tools with support you can count on. When Dr. Johnson purchased Insight Dental, she inherited a loyal patient base, but the practice had not come close to reaching its potential. Working alongside her IT consultant, Dr. Johnson identified areas requiring improvement and found that Flex could help her resolve issues quickly and effectively. The result: Insight Dental grows month over month, adding new patients who love their experience from check-in to check-out.

“ Flex customer support is amazing! ”

Flex's customer support has been a revelation to Dr. Johnson after working with other solutions that fell woefully short. Flex's responsiveness has kept Insight Dental's well-oiled machine humming, available when needed to resolve any issue that arises.



To see how **Flex Dental** can benefit your practice, call **833-321-FLEX** or visit [flex.dental](https://flex.dental)