

GERLECZ DENTISTRY SAVES TIME AND SMILES WITH WEAVE DURING DISASTER

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CHALLENGE

Managing the day-to-day of a busy, well-established dental practice with limited time and resources - even when disaster strikes.

GerlecZ Dentistry is a pillar of the Lynn Haven, Florida community. Serving patients out of the same building for over 30 years, Dr. GerlecZ is well known for both his dry humor and excellent dentistry. But when it comes to the day-to-day running of the business - confirming appointments, working through billing and insurance, and checking in patients - all these responsibilities and more are managed by a single office manager.

Weave helps make this possible. With Weave, GerlecZ Dentistry is able to confirm appointments more quickly, communicate with patients more effectively, and fill more empty appointment slots faster. All in all, GerlecZ Dentistry saves over 15 hours a week using Weave. And when their city was hit by disaster in 2018, Weave's VoIP helped them get back up to speed when phone lines were down and employees couldn't make it into the office.

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RESULTS

15+ Hours Saved Per Week

TIME SAVINGS FOR STAFF FROM CONFIRMING APPOINTMENTS VIA TEXT

120+ Google Reviews

EARNED IN A SINGLE YEAR

Reduced Missed Appointments

AUTOMATED TEXT REMINDERS REDUCE EARLY MORNING NO-SHOWS

Managed Practice During Disaster

MAINTAINED PATIENT COMMUNICATION AND SCHEDULING DURING OFFICE CLOSURE

“ Weave was vital for getting our practice back up and running after Hurricane Michael. We were able to check in on our patients even when phone lines were down. After a disaster like that, doing normal things and having a normal schedule helps. We needed to replace our roof, but, slowly but surely, we started scheduling hygiene appointments. ”

MAGGIE BLACKWELL + Office Manager

MANAGING A PRACTICE DURING DISASTER

You never know when disaster will strike, and when you or your staff won't be able to make it into the office. This is exactly the situation Gerlecz Dentistry faced in 2018.

When Hurricane Michael made landfall in October 2018, it was the strongest hurricane to hit the contiguous United States in over 25 years. Lynn Haven, Florida, was right in its path. The disaster took out the town's electricity, internet, and phone lines. And Verizon's cell tower was down: most people needed to buy burner phones to communicate. Gerlecz Dentistry's office manager, Maggie Blackwell, ran the office from the Weave app on a burner phone for months. Because Weave's software integrates with businesses PMS/CRMs, Blackwell was able to utilize her internet connection and the power of VoIP to contact her patients as if from the dental office.

Many residents of the area didn't receive power for weeks after the storm and sustained severe structural damage and near-impossible difficulties driving on the roads thanks to 160 mph winds and flooding. This contributed to the slow pace at which most area dental practices were able to rebuild and continue working on patients. But Gerlecz Dentistry was able to bring patients back in only twelve days after the storm.

Gerlecz Dentistry was incredibly fortunate. Many other dentists and medical providers in the area either chose not to rebuild and reopen, or rebuilt and sold their practice.

SAVING VALUABLE TIME AND REDUCING NO-SHOWS

Prior to Weave, Gerlecz Dentistry's office manager would need to spend between 2-3 hours per day manually calling to confirm scheduled patient's appointments. And even with this confirmation, patients scheduled in the early morning would often forget.

Weave solved both of these challenges with a single solution: text message auto-reminders. 28 days out from their appointment, patients get a text reminder about their upcoming booking. Five days before their appointment, patients receive a text message asking them to confirm their date and time. One hour before their appointment begins, patients get a final reminder. And if a patient needs to make a last-minute cancellation, Weave's Quick Fill list provides easy access to other patients who could fill the empty spot.

Gerlecz is also using Weave to increase its online presence. After a patient's appointment, they receive a text invitation to leave a review on Google or Facebook. Since Gerlecz Dentistry started using this feature, they've increased their number of Google Reviews by over 120 in just a year. Now, patients who previously wouldn't have found Gerlecz Dentistry are becoming new patients!

“ Weave has been critical to managing the office and scheduling patients. I save between 2-3 hours a day confirming appointments, and I'm able to fill more last-minute cancellations. ”

MAGGIE BLACKWELL + Office Manager