

Case Study:

# dentalcorp

One of North America's largest and fastest-growing dental service organizations advances its growth through a strategic partnership with CareCru.

# Introduction



dentalcorp is a leading network of dental practices in North America, committed to advancing the overall well-being of patients by delivering the best clinical outcomes and unforgettable experiences. dentalcorp acquires leading dental practices, uniting its network of dental professionals by a common goal: to be Canada's most trusted healthcare network.

Founded in 2011, dentalcorp's continual pursuit of excellence and innovation has led it to be recognized as one of Canada's Best Managed Companies for seven consecutive years and one of the nation's fastest-growing companies.

"dentalcorp helps practices stay competitive among sophisticated consumers in a crowded marketplace," says Graham Rosenberg, dentalcorp Founder, Chairman and CEO. "We partner with practices that are aligned with our commitment to excellence, and provide them with unparalleled resources and expertise to facilitate their continued growth." dentalcorp's partners gain the benefit of strategic resources and access to a large peer network of leading clinicians, in addition to maintaining their clinical autonomy and professional independence so they can focus their time on providing exceptional patient care as opposed to day-to-day administrivia of running a practice.

# Building the Support Organization of the Future



400 Dental Practices



7,000 Team Members



4 Million Patient Visits a Year

With over 400 dental practices, 7,000 team members and 4 million patient visits a year, dentalcorp needed a technology partner that could help standardize critical business processes, while accelerating the company's growth.

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CareCru has the technology we need for today and the vision we need for tomorrow

dentalcorp undertook a rigorous analysis of technology providers over a 12-month period, with CareCru emerging as the clear leader. CareCru's advanced capabilities for individual practices and its ability to support a large-scale enterprise initiative were key factors, but there were additional considerations. "There's no shortage of technology companies that will tell you they're doing something different. We were looking for a partner that offered innovative solutions for our needs today and could be a key player in our future growth. It quickly became apparent that CareCru has the technology we need for today and the vision we need for tomorrow," says Rosenberg.

# Seamless Integration and Results



It wasn't until we switched to CareCru that we realized we could be doing so much more with our technology and patient experience. CareCru easily replaced several single-feature tools for our practices



CareCru's ability to integrate with numerous practice management software ("PMS") made it possible for dentalcorp to achieve consistency among its practices, without the disruption that a PMS change would cause. It didn't take long for dentalcorp to notice the distinct advantages CareCru offered over their previous technology. "We had approximately 200 practices on a single-feature recall management solution that was functioning adequately. It wasn't until we switched to CareCru that we realized we could be doing so much more with our technology and patient experience. CareCru easily replaced several single-feature tools for our practices," says Rosenberg.

CareCru's automation engine, Donna, worked to keep practice schedules full while eliminating time-consuming phone calls and emails for front office teams.

Within months, dentalcorp practices were seeing results. CareCru's online scheduler allowed patients to make appointment requests through practice websites at any time—day or night. As dentalcorp rapidly expanded CareCru's adoption across its network, CareCru powered over 30,000 hygiene pre-appointment bookings and over 180,000 family dental appointment bookings. CareCru's in-depth real-time analytics provided dentalcorp performance highlights of its practices both individually and as a whole. Through Donna, dentalcorp's network saw an additional 36,000 five-star Google reviews with a 17% increase in average star rating. "There's no doubt that the patient experience has improved across our network," says Rosenberg, "and selecting the right technology partner played an instrumental role in that success".

# Overcoming COVID-19 Challenges

“COVID-19 clearly highlighted the value that we bring to our Partners and their practices,” says Rosenberg. “Our practices depended on our support and guidance throughout the pandemic. We wanted our practices to be confident that they could rely on us to ensure the practice would make a full recovery. In turn, we looked to technology partners like CareCru and expected them to do the same, to rise to the challenge. CareCru delivered beyond our expectations.” During the early days of the pandemic, CareCru worked around the clock to quickly release the Virtual Waiting Room. This feature allowed dentalcorp’s patients to check in for appointments remotely and complete COVID-19 intake forms and questionnaires digitally, making it safer for patients and team members to return to the practice. This new social distancing protocol helped dentalcorp practices reopen safely and quickly.

COVID-19 didn’t slow the planned adoption of CareCru across dentalcorp’s network of practices – if anything, the launch of the Virtual Waiting Room raised the need to accelerate it.

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CareCru’s customer success team created a rapid deployment plan with customized virtual training and onboarding to transition an additional 150 dentalcorp practices to CareCru in under 40 days. Through the Virtual Waiting Room, over 110,000 COVID-related pre-screenings were submitted by patients and over 10,000 appointment bookings were made through the online scheduling feature. The results dentalcorp has seen with CareCru tell a story of success: before the end of 2020, dentalcorp practices reduced their due/late percentage by 42% and returned to pre-COVID schedule utilization rate at an astounding 90%+.

# A Support Model that Delivers an Excellent Customer Experience

CareCru recognizes that providing an enterprise solution within a service-based industry means going beyond offering a stellar customer support model. CareCru's Practice Success team works closely with dentalcorp's Practice Development team in a feedback loop to thoroughly review feedback and recommendations. This feedback is used by CareCru's product team when fine-tuning upcoming features and product updates to ensure they fulfill the evolving needs of dentalcorp practices.

On a daily basis, CareCru's customer success team provides on-demand live, local support to dentalcorp practices through in-app messaging. The success team is located throughout North America to facilitate assistance across time zones.

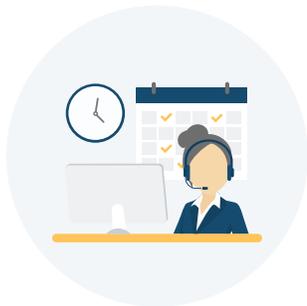


“We find significant benefit in having the support team accessible through the platform itself, supporting the four time zones we operate in. Practices appreciate the personal approach of the customer success team and CareCru's dedication to continuously evolving the platform based on user feedback,” says Rosenberg.

# Looking Forward: Continued Success and Network Growth

CareCru's automation engine, Donna, has changed the way dentalcorp's practice teams manage the front office and deliver exceptional care to their patients, which has ultimately led to an increase in new patients and overall network growth. The online scheduler and Virtual Waiting Room were instrumental in getting dentalcorp practices back to pre-COVID schedule utilization.

And the close relationship between dentalcorp and CareCru's customer success team ensures that the CareCru platform will continue to evolve to meet the changing needs of dentalcorp's practice network. It is this continuing evolution that makes CareCru the ideal technology partner for dentalcorp now and in the future.





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