

The Lowe Centre for Cosmetic and Implant Dentistry

How Dr. Ed Lowe uses CareCru's workflow automation, analytics and reputation management to grow his practice.

Dr. Ed Lowe, of The Lowe Centre for Cosmetic and Implant Dentistry, has spent the past 35 years building a strong general dentistry practice with a focus on specialty cosmetic services. He is an accredited member and adjudicator of the American Academy of Cosmetic Dentistry and has been published in Dentistry Today and Contemporary Aesthetics among other publications. Dr. Lowe is always looking for ways to fine-tune the day-to-day operations of his practice and enhance his already excellent reputation in order to ensure continued growth and success.

CareCru is helping take Dr. Lowe's thriving practice to the next level by providing valuable insights into his business while significantly enhancing marketing, and automating workflows for appointment scheduling, recalls, analytics and other ongoing activities.

175+

5-star Google reviews

5.0

Google star rating

150+

Appointments booked

“The new patients will pay for CareCru. It's worth it.”

Life Before CareCru

In 2007, the building that housed Dr. Lowe's practice was scheduled for demolition. The ease of access to the ground-floor location had proven a boon to establishing his practice thanks to substantial walk and drive by traffic. A new location would provide more square footage enabling delivery of additional services, but the advantages inherent to being located at street level on a busy thoroughfare would be lost.

Dr. Lowe knew he'd have to rethink parts of his business. Cosmetic and restorative procedures became the focus driving changes in how Dr. Lowe marketed himself and his practice. "Building your brand is about positioning, you have to work hard to get there, but you need to work hard to stay there. You need to invest in your team and your office."

As with any practice, attracting new patients is essential. To this end, Dr. Lowe spent several years focused on his own website, along with ad buys in local magazines and publications. Even though the patient base grew Dr. Lowe felt his online presence was inadequate. He remembers thinking at the time "I don't have any social media presence. Nobody goes to my website. We can do better."

This realization led him to CareCru.

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Results

Prior to adopting CareCru, Dr. Lowe had 20 to 30 online reviews spread across a few different sources like Google or RateMyMD. The feedback was positive – but it trickled in at a snail's pace. Making it a priority for staff to remind patients, or politely ask for a few kind words, wasn't going to work. "Your team is busy, and they don't have time to ask."

CareCru's AI assistant, Donna, automated requests for reviews from patients. Within a year, the 20 or so reviews grew to over 175. The positive reviews appeared on multiple platforms, meaning that regardless of how potential patients were searching for a dentist, they were finding Dr. Lowe's glowing practice reviews.

While Dr. Lowe was delighted with CareCru's reputation management capabilities which immediately increased reviews and reputation scores, his staff and patients were thrilled with the platform's workflow automation. Appointments, confirmations and reminders could be handled online or via text messaging eliminating countless phone calls. Recalls and filling canceled appointments were also automated further freeing up staff time to focus on patient care and treatment plans.

The entirely automated appointment scheduling process resulted in 150 booked appointments including 19 from new patients, in one year. All of this new business came without a single phone call, ad placement, or walk-in from a busy street.

Dr. Lowe credits his online presence for attracting 50% of the new patients he sees.

The practice also benefited from CareCru's analytics. Dr. Lowe was able to fine tune his labor costs and identify areas requiring operational improvement through tracking of key performance indicators.

► About us

CareCru is a dental practice growth platform that enhances patient care and maximizes practice profitability. Our Cru of experts help dental teams by providing easy-to-use patient engagement technology, automation for daily practice operations, and intelligent reporting for better decision making.

In Dr. Lowe's words, the cost of all these improvements to his business is 'peanuts'. He's done the math, comparing the services and automation to hiring someone focused on growing the practice, and it's a no-brainer with as little as one new patient per month covering costs. "New patients will easily cover the cost of CareCru every month. It's worth it."