



Success Story: Castro Valley Family Dentistry

Castro Valley Family Dentistry depended on Legwork solutions to help keep their patients and staff members safe during the peak of the COVID-19 pandemic.



Problem

Castro Valley Family Dentistry ceased all business operations in 2020 due to the COVID-19 pandemic. Once dental offices could reopen, Dr. Nakhla had to figure out how to safely reopen his practice while abiding by new restrictions and regulations.



Solution

Legwork paperless forms and website updates made it simple for Castro Valley Family Dentistry to get patients into the office safely so they could receive vital care. Digital ads enabled the practice to reach patients in need of emergency services.



Benefits

- **Paperless Intake Forms:** Digital forms allow patients to safely and conveniently complete intake information from the comfort of their homes.
- **Tailored Websites:** Legwork Websites are personalized to represent dental brands and provide educational information for patients.
- **Advertising Campaigns:** Digital ads provide community awareness and reach goals with marketing campaigns.

Introduction

Castro Valley Family Dentistry relied on Legwork Dental Software, Marketing, and Websites to successfully reopen during the COVID-19 pandemic. Dr. Nakhla shared his experience with Legwork and how it helped his practice thrive despite new restrictions and regulations.

Touchless Intake Forms

Dr. Nakhla knew it was critical to safety to only have patients in the office for the shortest period possible. Paperless forms allowed patients to fill out their information before stepping foot into the office.

"Instead of needing the staff to ask specific questions every time, we were able to use Legwork Paperless forms to collect that information from patients beforehand. That way, key questions are being asked for the staff, and most of the time all they need to do is make sure the answers were recorded," says Nakhla.

Professional Done-For-You Websites

Legwork Websites are tailored to meet each practice's unique needs. The Legwork web team promptly adjusted Castro Valley Family's Dentistry website to include their new protocols to lower exposure risks to employees and patients.

"I wanted to make sure patients knew what to expect, so we recorded a video showing the safety policies and new check-in procedures we had put in place. We put that on our website and then sent the link out via text and email," Nakhla explains.

Relevant Advertisement Campaigns

Advertising campaigns helped Castro Valley Family Dentistry announce its reopening for emergency care in their local community. Citizens in immediate need of dental care could turn to Castro Valley Family when their usual dental practice was still closed.

"That month after reopening was the best month we ever had, by a sizable margin. Probably like 25% higher than any other month we've had. That's in large part because we had started an ad campaign for emergency dentistry at a time that all other practices were closed," Nakhla shares.