



# Success Story: Grillo Robeck Dental

Grillo Robeck Dental rely on Legwork solutions to improve their patient experience and maintain a strong patient base.



## Problem

Running a dental practice involves many moving parts. Dr. Grillo was searching for a simple way to keep his patients engaged with his practice without compromising face-to-face time with patients.



## Solution

The Legwork suite of tools made it simple for Dr. Grillo to effortlessly increase his patient base as well as keep current patients engaged.



## Benefits

- **Touchless Intake Forms:** Digital forms streamline the intake process, so patients are ready for treatment as soon as they enter the office.
- **Keep Your Chairs Full:** Treatment Opportunities allow practices to detect unfinished treatment plans and contact patients to get them in the dental chair.
- **Done-For-You Marketing:** Legwork marketing services consistently attract new patients to your practice.

## Introduction

Since 2013, Grillo Robeck Dental has relied on Legwork solutions to streamline operations and create a better patient experience. Dr. Greg Grillo discussed his experience working with Legwork, stating, "At every stage of our evolution, Legwork simply delivered. And their newest tools give us even more confidence for the next phase."

## Paperless Forms

Digital forms provide the ultimate convenience to patients and expedite patient intake. Instead of waiting around for patients to complete paperwork prior to their appointment, patients are ready for treatment as soon as they arrive.

*"Online intake forms offer the ultimate convenience. Patients can sit on their couch the night before their visit and fill out their health history, patient information, and HIPAA forms. When they step through the door, they're immediately ready for the operator," says Grillo.*

## Legwork Treatment Opportunities

Dr. Grillo uses treatment opportunities to quickly detect unscheduled treatments within his existing patient base. Legwork Treatment Opportunities make it simple to increase revenue without pouring effort into new patient leads.

*"Legwork Treatment Opportunities helps us solve a significant productivity drain. With a bit of digging, we can probably find reports showing unfinished treatment plans within our dental practice management software. But Treatment Opportunities streamline what happens next. We can generate procedure-specific resorts, isolate results, and send personalized email and text messages from the same dashboard," explains Grillo.*

## Automated Marketing

After partnering with Legwork, Grillo Robeck Dental saw a 100% increase in new patient acquisitions. Legwork Dental Marketing helped the practice effortlessly attract new patients and also keep their current patient base engaged.

*"Automated marketing takes a huge load off our minds and syncs vital components that drive attraction to our practices," explains Grillo. "Legwork Campaigns keep patients engaged with our practice at every stage of their journey. Ready-made social posts, email workflows, patient assessments on our website, blog articles, and more do the work of a full-time content team."*