

CASE STUDY

How CaliDental Digitized Patient Intake Across Thirteen Locations with MyTooth

CALIDENTAL

ABOUT CALIDENTAL

★ Established 2018

📍 13 Locations

RANDA SEIF
Chief Operating Officer



PROBLEM

Slow paper intake and
unreliable form syncing
across thirteen busy locations



SOLUTION

Delivering device-agnostic
digital intake that syncs to
Denticon in real time

Expanding Specialty Care at CaliDental

CaliDental operates thirteen locations across California and Arizona, largely in smaller, rural communities, towns like Lompoc, Santa Maria, and Paso Robles, where patients would otherwise have to travel to larger cities like Los Angeles or San Francisco to see a specialist.

Founded by Dr. Koushan Azad, who has spent more than two decades in dentistry with a focus on Medicaid and underserved communities, CaliDental was built specifically to serve patients that many other dental organizations avoid, including a high volume of Medicaid (Denti-Cal) patients, PPO members, and uninsured patients.

The group offers general dentistry alongside specialties like orthodontics, pediatric dentistry, oral surgery, endodontics, and general anesthesia, all under one roof. Randa Seif, chief operating officer of CaliDental, came to dentistry from engineering and previously worked at a 40-plus-location dental service organization (DSO), experience that shaped a data-first, multi-location operating model.



Key Features:

- ✓ Native Denticon integration
- ✓ Real-time two-way sync
- ✓ Device-agnostic intake
- ✓ No extra hardware or logins
- ✓ Digital forms and e-signatures
- ✓ Electronic consent capture
- ✓ Online appointment booking
- ✓ Built for multi-location volume



"We wanted to serve patients in rural communities because we recognized the significant need for accessible, quality dental care in these underserved areas," said Seif.

Each location brings in an average of 200 new patients per month; a volume Seif says is well above what a typical practice takes on.

The Planet DDS *2026 Mid-Year Dental Industry Outlook* report puts the typical practice at about 47 new patients a month, including specialty care. At about 200 new patients per month, CaliDental averages more than four times that rate at its thirteen offices.

"In our model, it's not your typical private office where they can sustain fifty new patients per month," said Seif.



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Adding Up the Real Cost of Paper Intake

Before MyTooth, much of CaliDental's patient intake still ran through paper, a process that consumed time for both staff and patients before a single dollar of care was delivered.

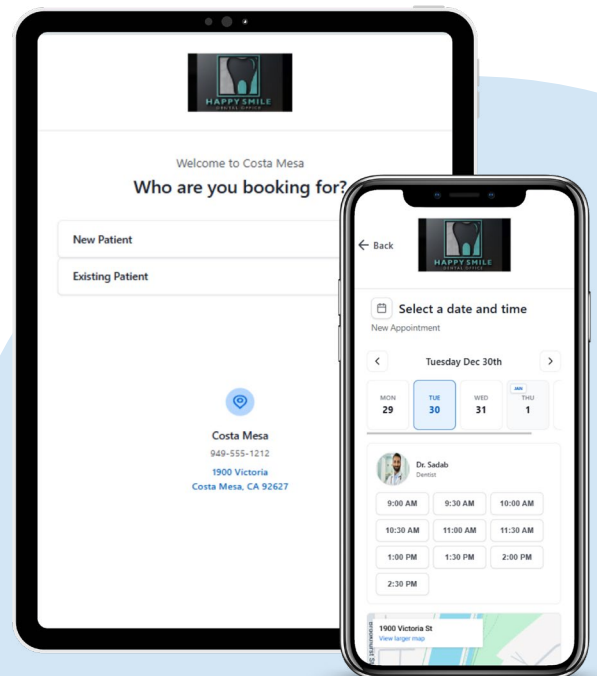
A patient filling out paperwork by hand would take several minutes to complete it, and staff then needed several more minutes to manually enter that same information into the patient's chart, time that added up quickly across an average of 200 new patients per location each month and pulled staff away from other responsibilities.

On top of the manual burden, CaliDental had also experienced the risk that comes with digital forms tools that don't reliably sync with a practice's system of record, where a completed form doesn't always make it into the patient's chart right away, or at all.

"With our previous forms solution, the forms didn't consistently sync automatically," said Seif. "Sometimes there were delays, and other times our teams had to spend time searching for forms or couldn't find them at all. The whole purpose of implementing a digital solution is to save time and make our teams more efficient and a seamless patient's experience. If the system only works reliably some of the time, we're creating more work, disrupting the workflow and frustrating patients. We needed a solution that we could depend on every time, without adding extra steps or interruptions to our teams' day."

The stakes go beyond convenience. For procedures like extractions, CaliDental's teams rely on a fully electronic consent process and need to see that consent reflected on screen before moving forward.

"For example, when a patient is scheduled for an extraction, we complete the consent process before treatment begins, and our team needs to see that signed consent reflected in the system before proceeding," said Seif. "With a solution that doesn't sync reliably, you're introducing unnecessary risk into the clinical workflow. Having that information sync accurately and in real time gives our teams the confidence to move forward safely and efficiently."



Building Intake Directly into Denticon

With MyTooth, CaliDental found a forms and intake solution that lives natively inside Denticon rather than operating as a third-party add-on.

Planet DDS introduced MyTooth in early 2026 as a first-party extension of Denticon: Patients book, verify their details, and complete and sign forms from any device, and each entry posts to the practice's Denticon record the moment it is submitted.

Because teams access MyTooth within Denticon, Seif didn't need to provision separate logins or manage a second set of user permissions. Whatever a patient completes, on any device, reflects in Denticon immediately.

"We never have sync issues with MyTooth, which is a very big advantage," said Seif. "Once a patient fills out a form, it syncs right away, one hundred percent, no issues."

"You can use tablets, you can use computers, you can use iPads, you can use your phone, whatever you want," said Seif. "So, this is another big advantage. You don't have to be restricted to the use of a specific hardware to use MyTooth."

Administration was also simple to set up. CaliDental's internal super user configured MyTooth during implementation, with no ongoing admin work required at the practice level.

"You do this one time and that's it," said Seif. "You set up one time, and you forget about it."

In the first eight months of 2026, CaliDental has been able to send more than 300,000 forms via MyTooth to its customers across thirteen locations.



Rolling Out MyTooth with No Learning Curve

Rolling out new technology across thirteen locations and multiple specialties could easily introduce challenges, but Seif says her teams picked up MyTooth immediately.

"There was no learning curve," said Seif. "I think the team was on it the next day. It's very simple to use and easy to learn since they work right within Denticon."

That ease of use has translated into quick adoption by front-office teams.

"They love that there was no interruption to learn MyTooth," added Seif. "And now, it's become a tool that they can't live without."



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Measuring Faster Intake and Better Data at CaliDental

By replacing paper intake with MyTooth's fully digital, reliably syncing workflow, CaliDental has seen measurable gains in both time savings and form completion.

On time savings, Seif compared paper intake with MyTooth directly.

"Doing this the old way creates a significant amount of stress for our teams because they're balancing so many other responsibilities at the same time," explained Seif. "By streamlining the process, we can save approximately 20 to 30 minutes per patient. When you consider that a location may see 200 patients a month, that translates into roughly 67 to 100 hours of staff time saved every month, per location."

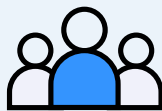
Those reclaimed minutes matter in a market where staffing is the constraint. Across the industry, 70 to 90 percent of dental offices report they cannot fill clinical roles, according to the Planet DDS mid-year report. When intake no longer requires manual re-keying, existing teams can absorb higher volume without adding headcount they cannot hire.

CaliDental: Intake Time Reclaimed with MyTooth



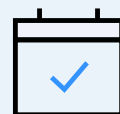
20-30

minutes saved per patient,
versus paper intake



200

new patients per location,
every month



11

hours staff time
saved every month

"This level of reliability has a direct impact on our day-to-day operations," said Seif. "Whether a patient completes the process on their phone before arriving or on an iPad in the office, the information is captured and reflected in Denticon in real time. Having that seamless synchronization gives our teams immediate visibility and helps us keep the patient experience moving efficiently."

Advising Denticon Customers Considering MyTooth

When asked what Seif would tell other dental groups weighing the switch, she was direct.

“Get MyTooth as soon as possible,” said Seif. “I haven’t seen another solution that integrates with Denticon as seamlessly as MyTooth. From an operational standpoint, it’s a no-brainer. The process is completely streamlined: From the moment a patient books an appointment, they receive the email, complete their information, and everything syncs directly into Denticon. There’s no unnecessary duplication, no chasing paperwork, and no delays. For any dental organization looking to improve efficiency and the patient experience, I don’t see a reason not to implement MyTooth.”



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Give Your Patients and Teams a Seamless Intake Experience

For CaliDental, implementing MyTooth transformed a slow, paper-based process into a streamlined digital intake experience that patients and teams can rely on every day.

Forms sync directly and reliably with Denticon, eliminating the need for additional hardware, separate logins, and unnecessary administrative steps.

Today, across all thirteen locations and every specialty, CaliDental teams are using the same consistent digital workflow on any device. This standardization has improved operational efficiency while creating a simpler, more seamless experience for both patients and staff.

For the communities they serve, particularly those in underserved areas, making access to efficient, modern dental care is not just an operational priority; it is part of their commitment to serving patients better.



Ready to move to a faster, fully digital patient experience with MyTooth?

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