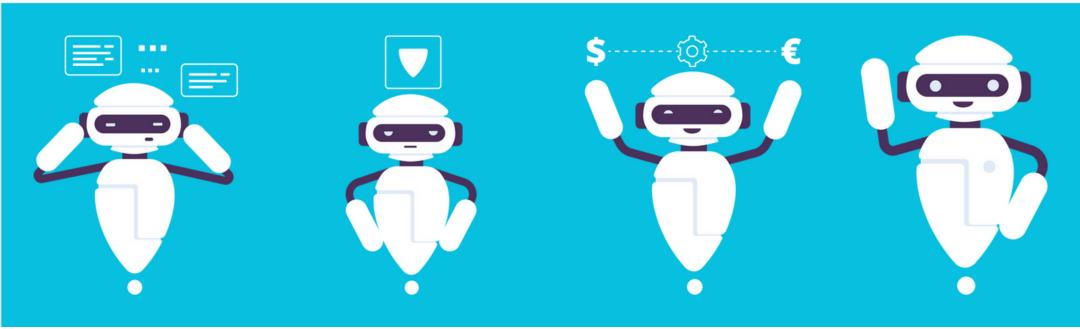
DENTAL GAME PLAN

OUR AI CASE STUDY



Objective of Study

- To increase new patient appointments with no additional personnel, no additional lead volume and no change in the lead source.
- Same Leads + Dental AI = More Appointments (It was wildly successful!)





Who We Are

- We are Dental Game Plan, the #1 brand in Dental Marketing. <u>Check Us Out Here</u>.
- We are part of Monarchy Media one of the fastest growing marketing firms in the US recently <u>awarded #322</u> <u>by INC magazine</u>.



What The AI Does

- Our AI operates like your front desk and engages with your leads through text, emails and Whats App.
- Schedules your leads for a call or transfers them directly to your front desk as an inbound call
- <u>Try the patient experience here</u>
- Check real conversations below on page 3



The Case Study

- We took 300 leads from the same source pool of leads for apples to apples comparison
- The first set was worked by our outbound call center
- The second set was first worked by the AI and queued up for the call center and the results were astounding.....



DENTAL GAME PLAN

The **RESULTS**

Our Results Without Al

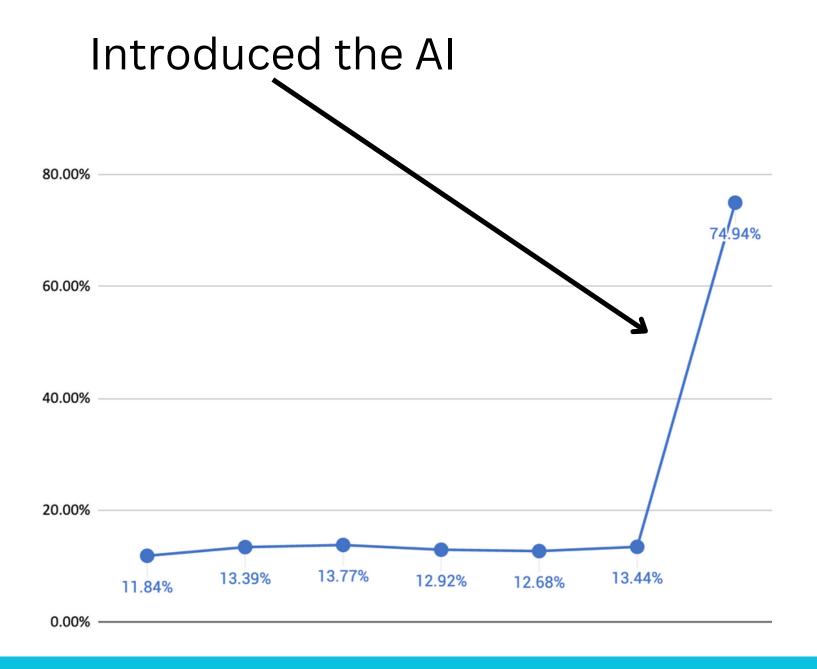
- Leads: 300
- Answered Calls: 40
- Answer rate: 13.44%
- Appointments Generated: 13
- Conversion Rate: 31.89%



Our Results With Al

- Leads: 300
- Answered Calls: 213
- Answer rate: 74.94%
- Appointments Generated: 70
- Conversion Rate: 31.38%







Engagement Examples

The "Agent" is our AI talking to the potential patient

lust Selec		×
ate Filte	Conversation with at +1	
	(Wednesday, September 6, 2023 2:15 PM) Agent: M This is Brynn with Carrie Terrier you inquired some time ago about one of our offers but we never got to connect with you, so the Dr. asked me to reach out! Do you have a minute? Or have any questions ? ¡Hablo español también! To stop receiving text messages type 'STOP'	
These	(Thursday, September 7, 2023 12:15 PM) Agent: 👋 Hello in the second provide the second state of you 😁. Do you if I could connect with you about your dental needs 🦯. We'd love to see how you're doing and take care of you 😁. Do you have a moment?	
	(Thursday, September 7, 2023 12:15 PM)	
Campa	(Thursday, September 7, 2023 12:16 PM) Agent: Absolutely, We'd be happy to help your son. Let's jump on a	
Form	call with our front desk team to get everything set up. When would be a good time for you? 😊	
Form	(Thursday, September 7, 2023 12:16 PM)	
Form	(Thursday, September 7, 2023 12:16 PM) Agent: Perfect, Hannin I have you scheduled for a call at 11am your time, which will be 11am PST for us. Looking forward to it! 😆	
Form		
E.m.		

Must Selec

	Conversation with Caral at +1
Date Filte	(Thursday, September 7, 2023 11:47 AM) Agent: Hi C I ! This is Brynn with (you inquired some time ago about one of our offers but we never got to connect with you, so the Dr. asked me to reach out! Do you have a minute? Or have any questions ? ¡Hablo español también! To stop receiving text messages type 'STOP'
These	(Thursday, September 7, 2023 11:48 AM) Final : Yes (Thursday, September 7, 2023 11:48 AM) Agent: Absolutely, Carol! How can I assist you today? 😊
Campa Form Form	(Thursday, September 7, 2023 11:49 AM) (Want to get estimate for new dentures (Thursday, September 7, 2023 11:49 AM) Agent: Absolutely, () We have a variety of options for dentures. To give you the most accurate estimate, it would be best to connect you with our front office team. They can discuss your specific needs and provide a detailed estimate. Are you available for a call now, or would you prefer to schedule a call for another time?
Form	(Thursday, September 7, 2023 11:49 AM)
Form	(Thursday, September 7, 2023 11:49 AM) Agent: Great, Let's get you on a call with our front office team right away. They'll be able to provide you with an accurate estimate for new dentures. 📞
Form	(Thursday, September 7, 2023 11:49 AM) (Yes
Form	



(Thursday, September 7, 2023 11:50 AM) Agent: Great! I'll connect you right away!

You Must Selec

	Conversation with Hannah at +14		
Date Filte	(Tuesday, September 5, 2023 7:38 PM) Agent: Hi H This is Brynn with G al, you inquired some time ago about one of our offers but we never got to connect with you, so the Dr. asked me to reach out! Do you have a minute? Or have any questions ? ¡Hablo español también! To stop receiving text messages type 'STOP'		
These	(Wednesday, September 6, 2023 1:38 PM) Agent: 👋 Hello Hannen, it's Brynn again from Gamma I just wanted to see if I could connect with you about your dental needs 🗸. We'd love to see how you're doing and take care of you 😑. Do you have a moment?		
Campa			
Form	(Wednesday, September 6, 2023 8:54 PM) Agent: No worries at all, Harman! We all have those busy days 📅. I'm glad w could connect now. Would you like to schedule a call with our front office to discuss your dental needs? If so, could you please suggest a convenient time for you?		
Form	(Wednesday, September 6, 2023 8:55 PM) Harris : That'd be great. How about Friday afternoon any time after 2 pm?		
Form	(Wednesday, September 6, 2023 8:55 PM) Agent: Perfect! I have you scheduled for Friday afternoon at 2pm in your timezone (America/Chicago), which will be 12pm for us in PST. Looking forward to it! 😀		
Form			
Form	(Wednesday, September 6, 2023 8:56 PM) Here : I actually am in pst as well!		
Form	(Wednesday, September 6, 2023 8:56 PM) Agent: Oh, great! That makes things easier. So, we're both on the same page. I have you scheduled for Friday afternoon at 2pm PST. Looking forward to it! 😊		
Form	(Wednesday, September 6, 2023 8:56 PM) H : Wonderful thank you!		
Form	(Wednesday, September 6, 2023 8:56 PM) Agent: You're welcome, Hannah! We're all set for our call on Friday at 2pm		
Form	PST. If you have any questions before then, feel free to reach out. Have a great day! 😆		



☑ info@dentalgameplan.com

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So You Want The Dental Al Of Course You Do!



Connect With Us

- (323) 844-0339
- info@dentalgameplan.com
- Or even better... <u>schedule a time to connect with our AI</u> <u>team</u>



