



# Eliminating 7,500 Paper Forms: Southern Star Dental's Leap to Digital Efficiency with Yapi



Pennie Moreland, DDS



## About Southern Star Dental:

Southern Star Dental is a beacon of high-quality family dentistry in the heart of Allen, Texas.

Founded by Dr. Pennie Moreland, this single-location haven provides unparalleled dental care to the Allen, McKinney, and Fairview communities.

With a mission to foster long-lasting relationships, their comprehensive treatment options cater to everyone - from toddlers to grandparents.



## Significant Challenges Faced By Southern Star Dental:

### + The Need To Unlock Efficiency and Consolidate

Between heaps of paper forms and time-consuming patient booking methods, Southern Star Dental's goal to increase the efficiency of the office staff morphed into a severe issue.

They realized that eliminating paper can help save time and decrease operational costs as well.

However, the real test was sourcing an affordable patient engagement platform without the hassle of managing multiple vendors.





## + Outdated Forms Hindering Efficiency, Revenue, and Patient Trust

The reliance on paper forms at Southern Star Dental wasn't just cumbersome — it was profoundly affecting their efficiency:

- **Staff Strain:** Admin tasks such as filing, arranging, and recording information consumed staff hours, causing operational strain.
- **Operational Bottlenecks:** Consequently, lack of efficiency didn't let the team maximize appointment time to offer more same-day treatment options.
- **Patient Experience:** Delays due to paperwork eroded patient trust, potentially affecting the clinic's reputation.
- **Financial Implications:** Beyond tangible costs of paper and storage, inefficiency meant lost revenue and missed opportunities for patient engagement.





## + Finding the Right Digital Partner

Enter Yapi, a name they kept hearing positively from their peers. Their transition to Yapi wasn't just a decision but a transformation.

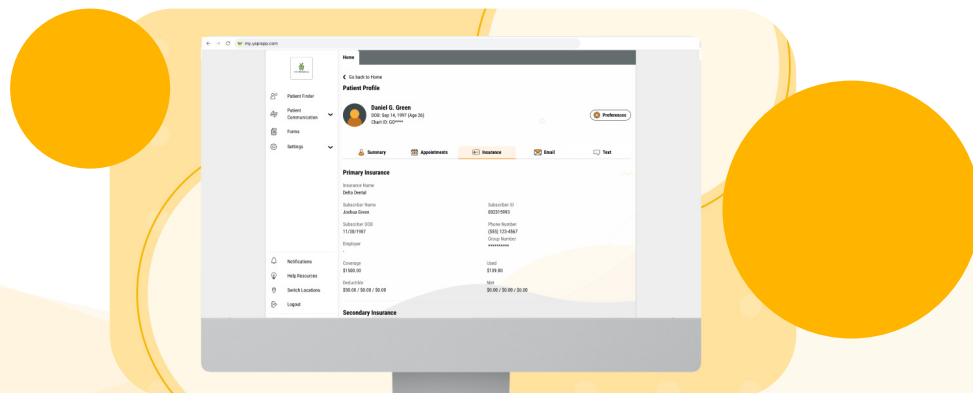
Southern Star Dental was already leaning towards adopting a paperless office and improving patient engagement. They heard positive feedback about Yapi from another dental practice. This word-of-mouth recommendation significantly influenced the decision to consider Yapi as a viable option.

Unlike many stories of technology migration filled with hurdles and setbacks, Southern Star Dental's transition to a new patient engagement platform went notably smoothly.

This easy switch has positioned them to benefit from improved efficiency, enhanced patient relationships, and cost savings.

## ✚ How Southern Star Dental Seamlessly Transitioned to Yapi for Elevated Patient Engagement and Efficiency

Southern Star Dental had to weigh several factors before choosing a platform.





Yapi combines various form options for patients to sign, like medical history, consent forms, and treatment plans - something other platforms didn't offer.

The dental industry has been slower to embrace digital forms and new technology. Some practices have had bad experiences with inadequate online scheduling software many years ago and are reluctant to try again.

At the time, alternative platforms like **LocalMed had a \$1000 setup fee**, and ZocDoc charged per booking, making Yapi more cost-effective.

Dr. Moreland was swayed by Yapi's reputation as a fully automated, paperless dental solution. Plus, Yapi lets patients upload their insurance info, a must-have for most dental offices and writes back to their database in real time.

In summary, Yapi has earned the trust of both dental practices and patients.

Southern Star Dental had never used online scheduling but grew more open to it after watching a Yapi webinar. They soon realized the benefits and decided to go for it.





# Scope of Work for Onboarding Southern Star Dental

Yapi's team was laser-focused on fulfilling Southern Star Dental's top priorities: **online forms and appointment reminders.**

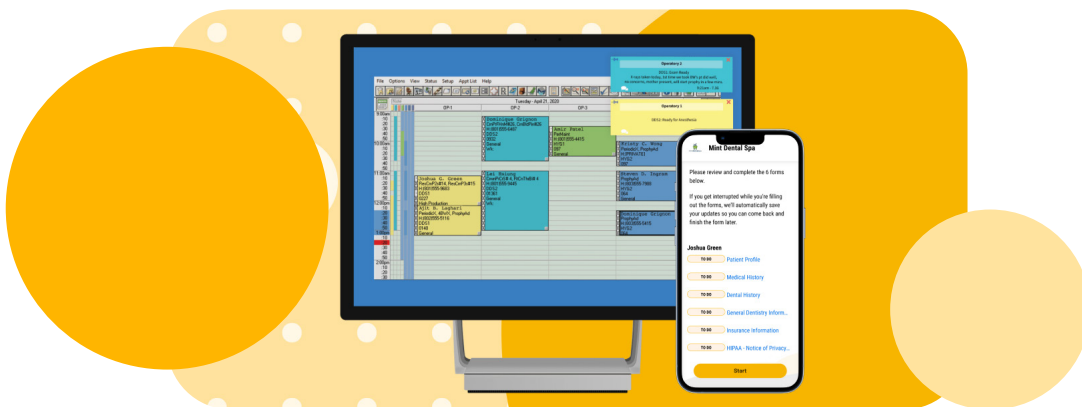
Right from the start, when Southern Star Dental primarily served new patients, Yapi set up mobile-friendly online forms that could be completed in advance to streamline the initial visit.

The team offered hands-on training to Southern Star Dental, showing them how to use and distribute these new patient forms.

Customization and training occurred simultaneously, setting up the dental office for immediate success, resulting in a smooth patient intake process.

In addition to onboarding and training, Yapi offers ongoing complimentary live product education sessions and support that is rolled into the Yapi subscription at no extra cost.

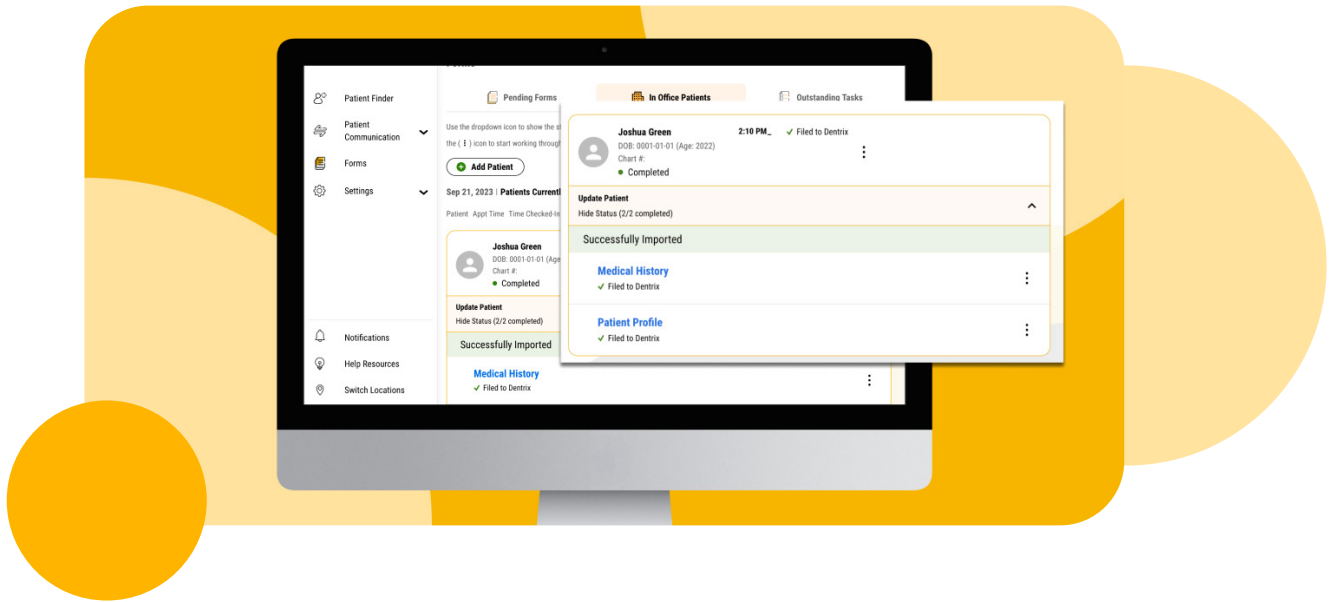
One major game-changer was Yapi's integration with **Dentrix, Southern Star Dental's chosen Practice Management System (PMS)**. This integration tackled several critical areas during the onboarding process.





## + Auto-Import Forms:

Yapi continued to evolve and provide major software updates even after Souther Star Dental's initial implementation. An auto-import feature that shaved off precious seconds during patient form processing was introduced, saving **5 to 10** seconds per completed form. This update accumulated significant time savings over the long haul and sped up the Yapi integration process, further reducing manual tasks for administrative staff.





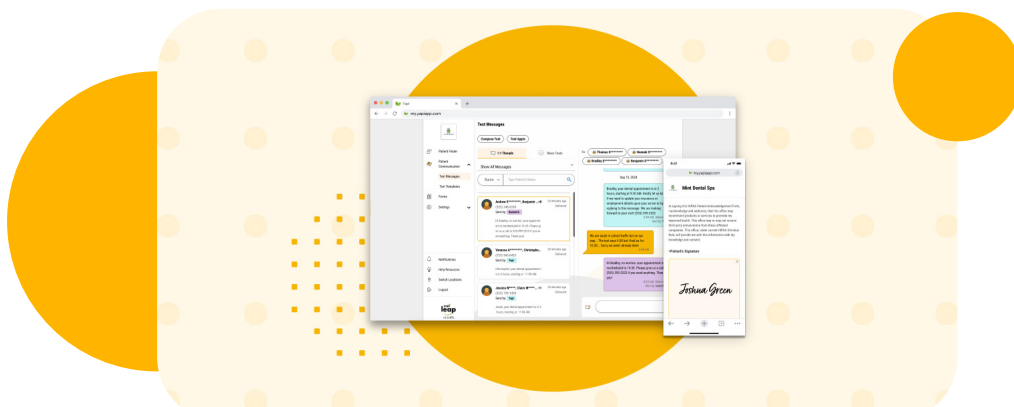


## + Next-Gen Web App: Yapi Leap

Yapi's new web app, Yapi Leap, is the next generation of the platform, designed to be a one-stop hub for all features. The layout and interface have been redesigned to be sleeker and more user-friendly, making it easier for Southern Star Dental to connect with patients. Dr. Moreland and the team have participated in the early access period and haven't looked back.

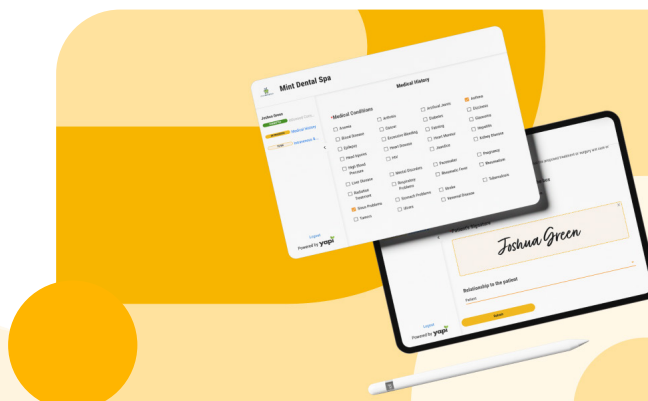
All patient forms assigned via Yapi Leap will auto-import. Now included is the added flexibility to send forms via text or email to new or existing patients to sign on their device ahead of time that will auto-import on arrival.

Furthermore, the platform supports secure remote access to view the schedule and allows two-way and mass texting options, making it a viable work-from-home option.



Yapi's capability to consolidate patient profiles and records into an easy-to-navigate dashboard stood out for Southern Star Dental.

Instead of sifting through a database with multiple windows, they can see appointment histories, medical alerts, and other essential information in one unified snapshot. This makes it immensely easier for Southern Star Dental to get a full view of their patient's history and needs alongside text and email conversation history.







# Southern Star Dental's Business Results with Yapi

## +45 Yelp Reviews and 272 Google 5 Star-reviews

Good communication is paramount in healthcare; it's something patients deeply value.

As the saying goes, **'Happy Staff — Happy Patients,'** and Yapi understands this equation well.

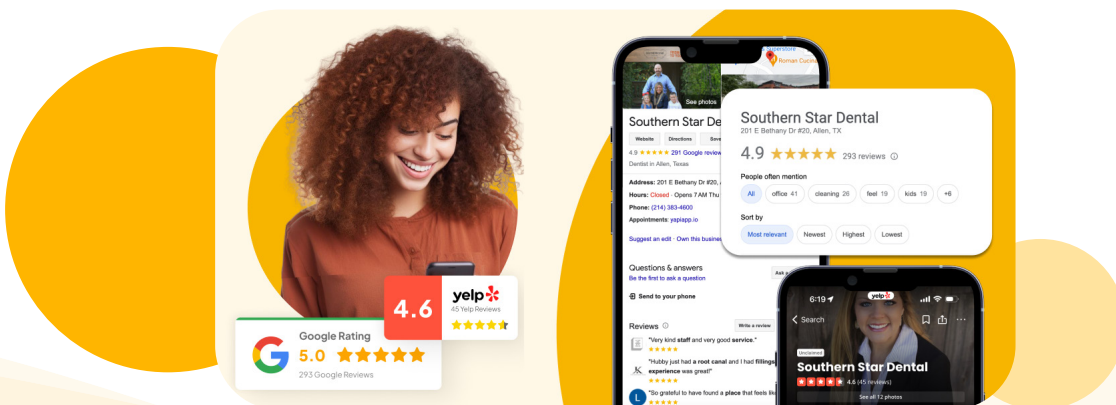
By providing convenient self-booking options, online forms that can be completed ahead of time, and modern communication channels like texting to confirm or correspond with their dental practice, patients began to rave about their experience online, influencing new patients to book their first visit.

Thanks to Yapi, they've garnered **45 positive reviews** on Yelp and a whopping **272 Google reviews**—all with a **5-star rating**. The Southern Star Dental team even utilized Yapi's automated review requests by text, significantly contributing to their bolstered online reputation.

Switching to a paperless system was a game-changer for Southern Star Dental, and Yapi made that transition smooth and manageable.

One of the main ways Southern Star Dental utilizes Yapi is for online scheduling, specifically for new patients, and automated hygiene recall reminders with personalized scheduling links for their existing patient base.

What sets Yapi apart from Southern Star Dental's prior solutions is its exceptional user experience. The staff finds the platform intuitive and reliable, particularly for real-time communication — internally within the office and externally with patients.





These reviews are the fruits of hard work and quality service, and Yapi helps Southern Star Dental showcase that to the world.

But that's not all. Yapi's appointment reminders have been particularly effective in combating a widespread issue in healthcare settings: **no-shows and late arrivals**.

Southern Star Dental has seen a marked reduction in no-show rates since they started using Yapi, which is a significant achievement.

## Quote from Southern Star Dental

*"The system is seamless. It's just a low-maintenance tool that we can use to assist us on a daily basis, which helps lessen our "to-do lists" each day. LOVE it! Plus, customer service is always amazing when we have questions!"*



*"We LOVE Yapi! It saves our front desk so much time and is easy to use! Plus, customer support is always timely and helpful (with a smile)."*



# Economic Impact for Southern Star Dental Working with Yapi

Yapi has revolutionized how Southern Star Dental operates, cutting down on administrative tasks, improving patient engagement, and ultimately contributing to a healthier bottom line.

Let's take a look at the transformations Yapi has enabled for Southern Star Dental based on the product usage data tracked from Yapi's client management system.

## + Streamlined Paperwork:

Switching to a paperless system had immediate and dramatic effects.

Southern Star Dental eliminated the need to physically file any forms, saving them from the paperwork of over **7,500 forms** in just the past year alone. It takes 2-3 minutes without interruption to manually enter patient data, file away, scan, or shred documents; Yapi allowed the team to **avoid over 350 hours per year of busy work and save an equivalent of more than \$10k in employee wages.**

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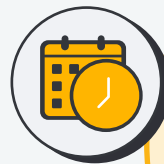
## + Efficient Online Scheduling:

The preference for convenient online scheduling continues to rise. Southern Star Dental can allow qualified patients to book their first or returning visit even when the office is closed and remain competitive in their region.

**Yapi's Online Scheduling** has been a game-changer for Southern Star Dental.

Over two years, the Yapi platform has directly contributed to booking **74 new patients** - anywhere from \$259k-\$370k of potential revenue, considering the average patient lifetime value.

In addition, Yapi has also facilitated **71 automated returning recall appointments.**



Compared to the **5 to 6 minutes** typically spent per booking in a manual process, this saves more than **6 hours per year.**



## + Quick and Secure Patient Intake:

New patient forms are typically the most time-consuming for any office and prone to cause delays since at least **5 to 6 multi-page forms** comprise a new patient packet.

Yapi  
streamlined the  
administrative  
process for **200-300  
new patients in the  
last 12 months**



by allowing patients to complete forms online for the office to review in advance. Since forms and data automatically import the information to Dentrix, the administrative burden has been reduced, allowing Southern Star Dental to focus on patient care and faster seating time upon arrival.

Hi Elena, please reply '1' to confirm your upcoming dental appointment on 2/5/2024 at 11:00 AM at Mint Dental Spa.



## + Automated Reminders and Recalls:

Yapi has sent  
past-due recall  
reminders to  
more than **1,100  
patients**

Regarding ongoing patient engagement, Yapi has sent past-due recall reminders to more than 1,100 patients helping to keep Southern Star Dental's existing patient base actively involved in their dental health.





## + Appointment Confirmation and Industry Standards:



Out of  
over **5,300**  
appointments in  
the past year, Yapi  
confirmed more than  
**75% automatically**

- over **3,000** patients (that's over **50% of all appointments**) confirmed via text, with an additional 1,100 via email.

## + Impact on Revenue:

While we prefer not to disclose specific revenue figures, Yapi's automation capabilities have positively impacted the bottom line.

Yapi's automation capabilities have significantly enhanced the financial performance of Southern Star Dental.

Although we choose not to reveal precise revenue numbers, it's evident that the heightened efficiency and automation have elevated each patient's Lifetime Value (LTV).



Typically,  
a dental office  
has an average  
patient LTV (lifetime  
value) ranging  
from **\$3,500 to  
\$5,000.**

Yapi can potentially drive a few hundred thousand dollars of additional revenue for Southern Star Dental from new patient bookings.



# Yapi's Impact On the Dental Industry

Yapi specializes in elevating dental practices through seamless digital solutions.

Dental offices partnering with Yapi, like Southern Star Dental, have eradicated cumbersome paperwork, significantly boosting their efficiency and patient engagement.

With Yapi, dental practices have witnessed a surge in positive online reviews, streamlined administrative tasks, and enhanced patient communication.

For dental practices seeking to revolutionize their operational efficiency and patient engagement and ultimately drive higher revenue, **Yapi** offers an unparalleled, industry-specific solution.

Join the ranks of satisfied customers like **Southern Star Dental** and take your practice to the next level.

