

DENTAL · SAN FRANCISCO, CA

AI Receptionist Success at Image Orthodontics: \$401,500 in 3 months

Transforming patient acquisition at a leading orthodontic practice.

**\$401,500**

in Additional Revenue
directly attributed to
the AI Receptionist

10,865

AI-Handled Calls in
just 3 months

323

New Patients added
to the practice

54

Patients generated
after-hours calls
alone

Client Profile

Image Orthodontics is a premier multi-location orthodontic practice in the Bay Area led by Dr. Yan Kalika, DMD, MS, a Harvard-trained orthodontist with over 20 years of experience. As part of Image Specialty Partners (40+ clinics), they rank in the top 1% of Invisalign providers nationwide and are recognized for innovative, personalized care.

The Challenge

Despite having both in-office staff and a call center, Image Orthodontics was missing 19.5% of incoming calls — representing significant lost revenue and disappointed potential patients. Every missed call represented a patient who might seek treatment elsewhere.

The Solution: Newo.ai AI Dental Receptionist

Image Orthodontics implemented Newo.ai's AI Dental Receptionist to handle overflow and after-hours calls, ensuring 24/7 coverage and capturing previously missed opportunities.

REVENUE GENERATION

\$401,500

in Additional Revenue directly attributed to the AI Receptionist

COMPREHENSIVE COVERAGE

10,865

AI-Handled Calls in just 3 months

1,563

After-Hours Calls captured that would have otherwise been missed

PATIENT ACQUISITION IMPACT

323

New Patients added to the practice

153

Completed Exams from AI-facilitated appointments

73

Patients Started Treatment after initial AI interaction

Key Benefits for Dental Practices



Revenue Recovery

Convert missed calls into booked appointments and revenue.



24/7 Patient Engagement

FAQ, scheduling and more!



Staff Support

Free up your team to focus on in-office patients while AI handles call overflow.



Data-Driven Insights

Detailed analytics on call patterns and conversion rates.



Seamless Integration

Works with your existing practice management software.



Outbound support

Appointment reminders, feedback, reviews.

“The AI receptionist recovered 40% of calls we were missing. The ROI speaks for itself - over \$400,000 in additional revenue in just one quarter.”

Image Orthodontics Management Team

Turn missed calls into revenue with Newo.ai.

[Book a demo](#)