newo.ai

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

Transforming patient acquisition at a leading orthodontic practice.

IMAGE
ORTHODONTICS

Industry:	Dental
Location:	🇺🇸 San Francisco, CA

$401,5K	10,865	322	54
in Additional Revenue directly attributed to the AI Receptionist	AI-Handled Calls in just 3 months	New Patients added to the practice	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.

Remarkable Results (Q1 2025):

Revenue Generation

$401,500
in Additional Revenue directly attributed to the AI Receptionist

10,865
AI-Handled Calls in just 3 months

1,563
After-Hours Calls captured that would have otherwise been missed

Comprehensive Coverage

323
New Patients Added to the practice

153
Completed Exams from AI-facilitated appointments

Patient Acquisition Impact

73
Patients Started Treatment after initial AI interaction

54
Patients generated after-hours calls alone

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 CALL