

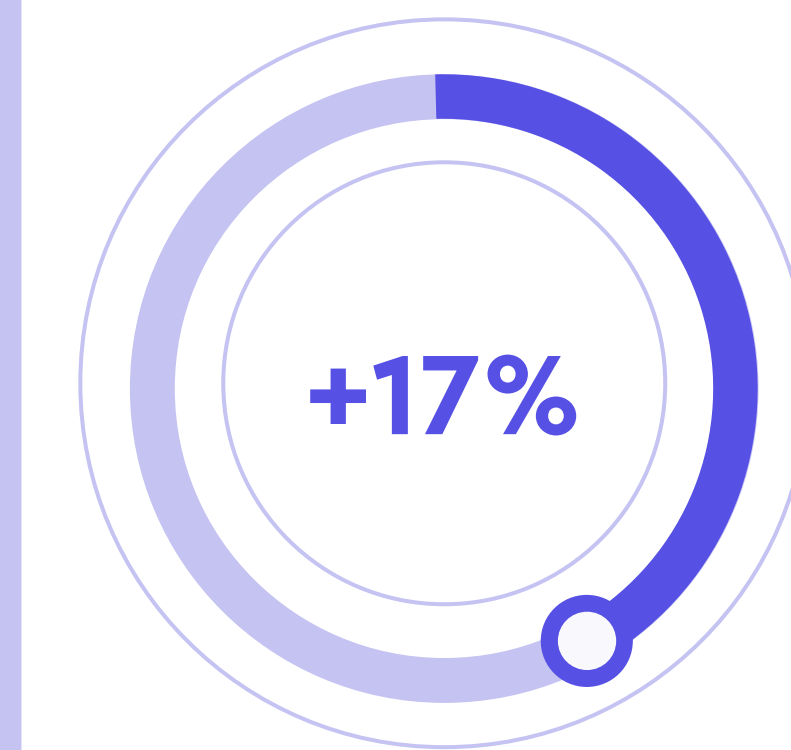
Case Study

Fighting the "Frankenstack"

How Atlanta Dental Center Reduced
Costs and Simplified Operations

Operational Efficiency

Case Acceptance



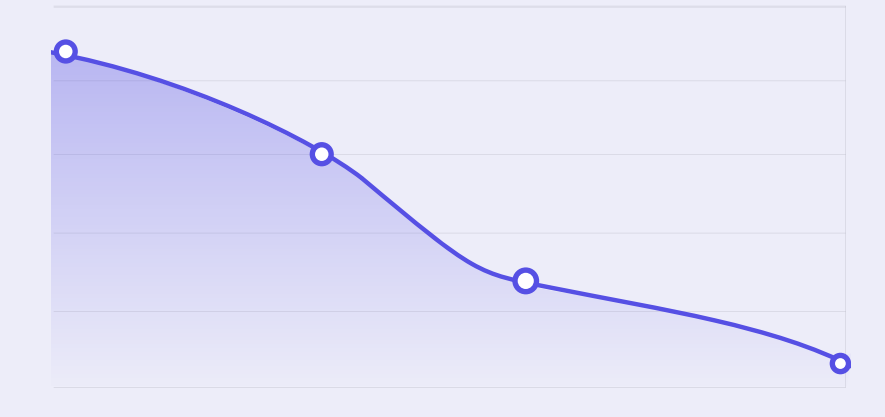
Monthly Savings

\$475



Reduced Cost

33%



Patient Forms

☐
☐
☒ Medical History Form
☐

Practice:
**Atlanta Dental
Center**

Type:
General

Founded: **1982**

Operatories: **10**

Doctors: **2**

Front Desk Staff: **5**

PMS:
Dentrix (on-prem)

The Challenge

Like many established dental practices, Atlanta Dental Center had adopted new technology over time to improve their operations. Tools were added to solve a wide range of specific problems: appointment reminders, forms, payments, communication. Over time, those solutions created an unexpected new challenge: a "Frankenstack."

Instead of a cohesive system, the practice was running on a fragmented set of tools. "We had all these different technology pieces in our practice: appointment reminders, online forms, digital payment methods, and each had a different vendor," said Josh Benk, Practice Owner, Atlanta Dental Center. And each system required its own login, workflow, and training.

The front office team was spending valuable time navigating between platforms just to complete routine tasks. "We had to keep an Excel grid of all the usernames and passwords and if someone didn't write the new updated password, we had to reset it again," Benk explained. This fragmentation was slowing down operations, creating unnecessary complexity, and pulling the team away from patient care.

At the same time, costs were increasing. When the team went looking for a new system, they realized the practice was paying for six separate subscriptions, many with overlapping functionality. It was clear the practice didn't need more tools. They needed a better system.

The Solution

Practice by Numbers replaced the practices disconnected software stack with a single, unified platform, bringing core office workflows into one coordinated system. Instead of managing six tools across multiple vendors, the practice was able to consolidate communication, forms, payments, scheduling visibility, and analytics into one platform. "Practice by Numbers took a whole bunch of various technologies and merged them together into one overarching platform," said Benk.

This shift eliminated:

- Multiple logins and password management
- Manual handoffs between systems
- Duplicate workflows across tools
- Vendor fragmentation

With everything operating in one place, the results were immediate: the front office regained three hours per week previously spent managing disconnected systems. At the same time, the practice gained access to robust practice analytics, giving leadership greater visibility into opportunities for growth. "Practice by Numbers has one of the most robust KPI suites in the industry. You can tell they were created by someone who understands the realities of running a dental office," Benk noted.

Key Improvements



Patients also experienced the difference. With integrated communication and payment workflows, the practice delivered a more modern, convenient experience, improving engagement and reducing friction.

"The patients love it. They love the text messages, they like that they can tailor the reminders, and they can also pay their bills online."

Josh Benk, Practice Owner, Atlanta Dental Center

The Result

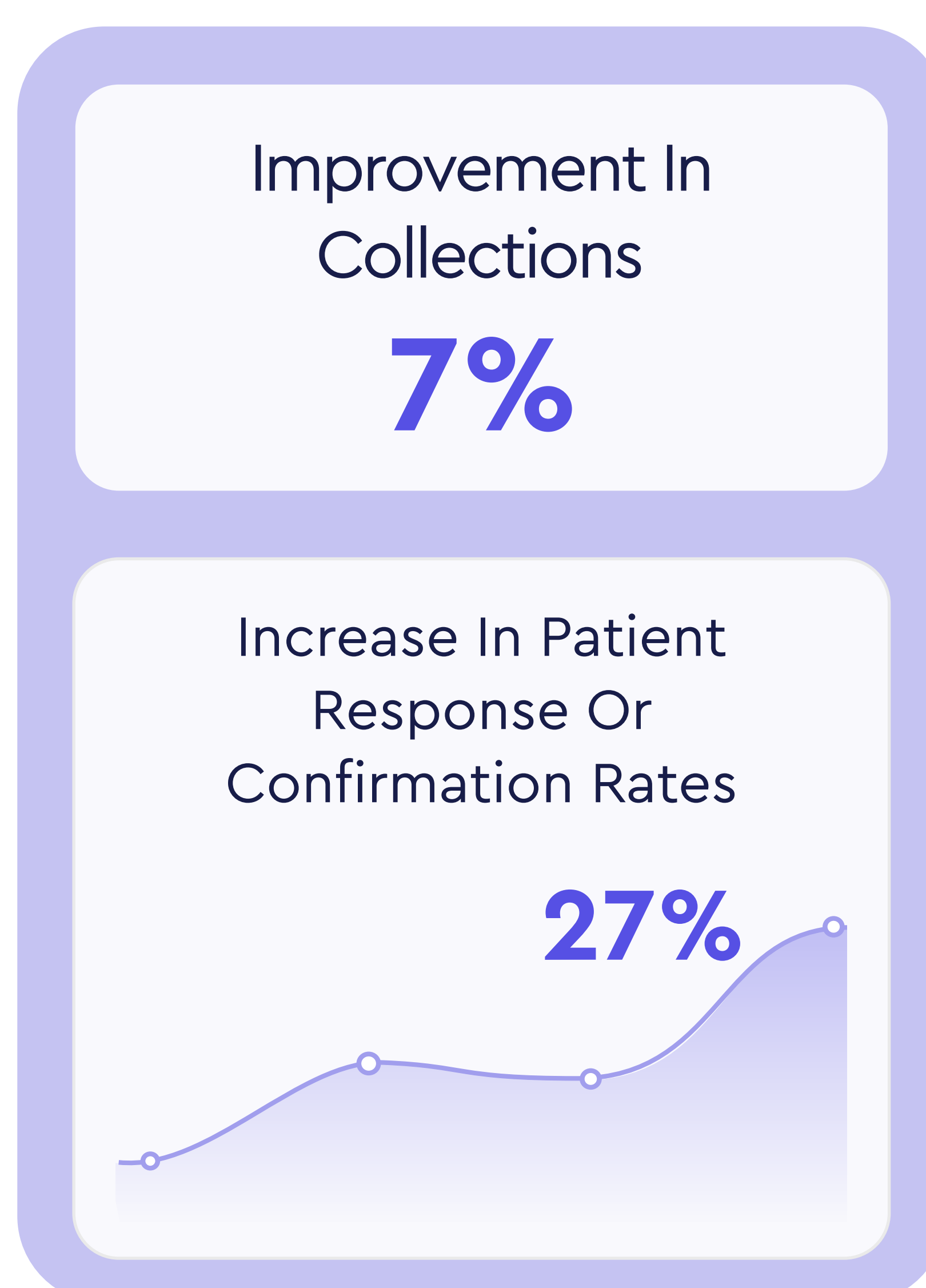
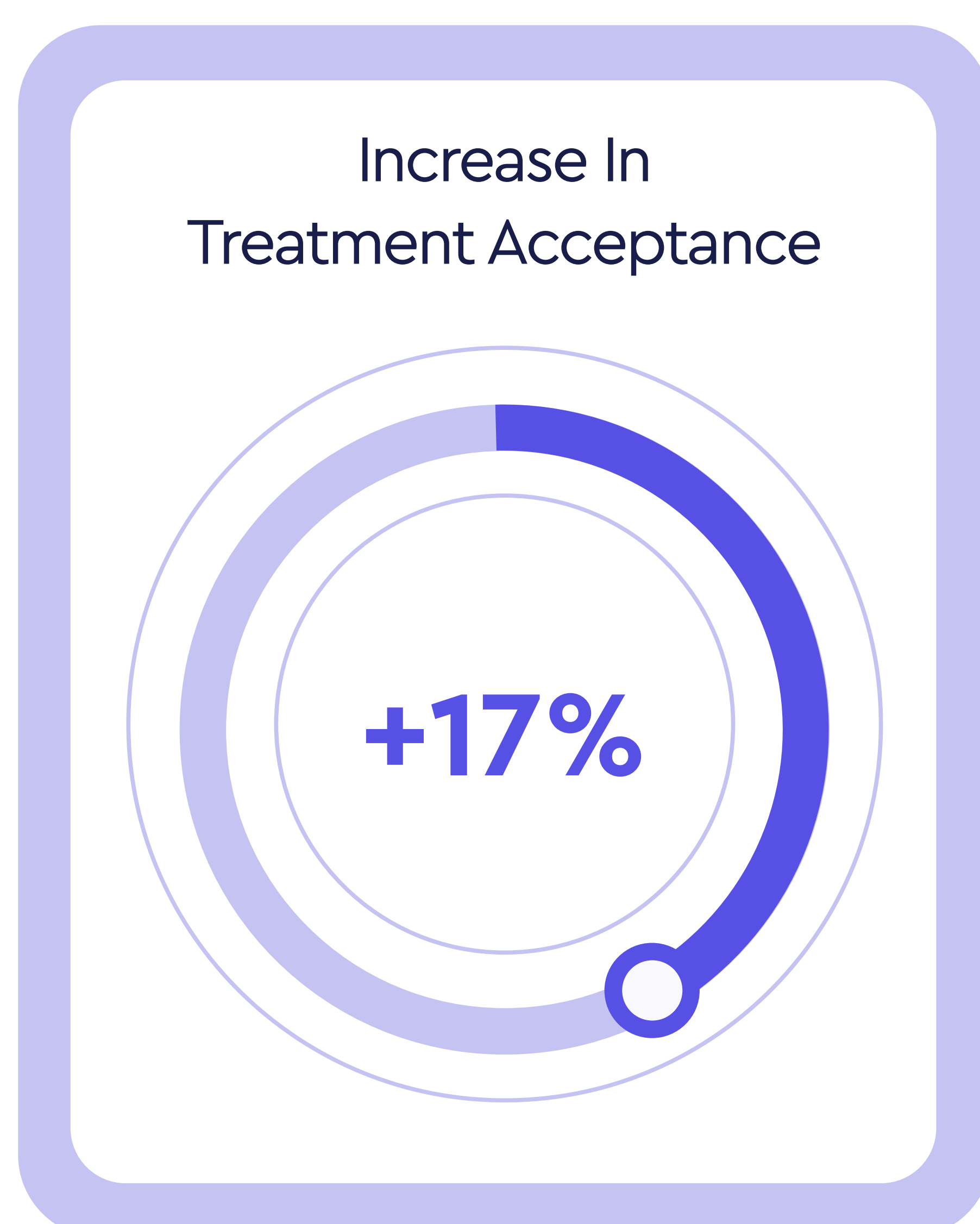
By consolidating its technology stack into a single system, Atlanta Dental Center achieved both operational efficiency and measurable cost savings. As a result, the practice:

- Reduced monthly technology costs by **\$475** per month
- Lowered overall software spend by **33%**
- Eliminated **6** separate tools and associated subscriptions

Beyond cost savings, the practice reclaimed three hours per week of staff time, allowing the team to shift their focus from admin tasks to patient care and communication. "We're using the Practice by Numbers to get rid of the paperwork so we can focus on patients."

With better coordination across communication, scheduling, and follow-up, the practice also saw improvements in several key performance metrics, including:

- **27%** increase in patient response or confirmation rates
- **17%** increase in treatment acceptance
- **7%** improvement in collections



THE PBN EFFECT

"I'm saving money. I'm getting as much or more features than I've ever had before. Signing up was a no-brainer."

Josh Benk, Practice Owner, Atlanta Dental Center

Consolidate your dental tech stack into one streamlined platform designed to improve dental practice performance.

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