

# Breeh AI

## Dental Practice Growth Playbook



AI Dental Receptionist

## Chapter: 1

# THE HIDDEN GROWTH PROBLEM IN DENTAL PRACTICES

Most dental practices believe growth comes from:

- More marketing
- More ads
- More staff

But the biggest growth lever is already inside the practice.

The reality:

- 35% of peak-hour calls go unanswered
- 50% of appointment inquiries happen after hours
- Most after-hours calls go to voicemail
- Patients don't wait → they call the next clinic

This creates silent revenue leakage, revenue lost without appearing on any report.

**Missed calls are not an operations issue.  
They are a growth issue**



## Chapter: 2

# WHY MISSED CALLS ARE SO EXPENSIVE



A missed call is not “just a call.”

It is:

- A patient in pain
- A patient ready to book
- A patient comparing clinics right now

### Typical scenario:

- 75 new patient calls/month
- 35% missed → ~26 calls
- 75% never returned → ~20 lost opportunities
- If 50% were potential opportunities → 10 potential opportunities lost
- Avg first-year value: ~\$850

### Result:

- \$8,500/month lost
- \$102,000/year lost
- And that's only first-year value

**Missed calls compound quietly just like interest.**



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## Chapter: 3

# WHY TRADITIONAL FIXES DON'T WORK

Hiring more front desk staff

- Expensive
- Still can't answer calls after hours
- Still can't handle multiple calls at once

### **Voicemail**

- Built for a different era
- Patients don't leave messages anymore
- Ends conversations instead of starting them

### **Call-back systems**

- Too late
- Patient already booked elsewhere

**These approaches *reduce symptoms*,  
not the problem.**

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## Chapter: 4

# THE SHIFT: FROM VOICEMAIL TO ALWAYS ON CONVERSATIONS

Modern dental growth requires one thing:  
Availability at the moment of intent

### **Patients expect:**

- Immediate response
- Reassurance
- Clarity
- Action

**This is where  
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the game.**



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## Chapter: 5

# HOW BREEH AI CONVERT MISSED CALLS INTO REVENUE

Breeh AI works as an always-on co-worker, not a replacement.

### What it does differently:

- Answers calls 24/7
- Handles multiple calls simultaneously
- Speaks naturally, not like a bot
- Captures intent, urgency, and patient details
- Books appointments or creates appointment requests
- Transfers calls to staff when needed
- Follows up with reminders to reduce no-shows

**These approaches reduce symptoms,  
not the problem.**



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## Chapter: 6

# The Revenue Conversion Framework

Here's how missed calls turn into recurring monthly revenue:

### Step 1: Capture

Every call is answered, peak hours or after hours.

### Step 2: Convert

Patient intent is identified:

- New patient
- Emergency
- Existing patient
- Insurance inquiry

### Step 3: Book or Queue

Appointments are booked or queued for staff confirmation.

### Step 4: Follow-Up

Automated reminders and follow-ups reduce no-shows.

### Step 5: Compound

New patients return → hygiene → restorative → referrals.

**This is recurring revenue, not  
one-time wins.**





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## Chapter: 7

# ROI: What Practices Actually Gain

Average impact per practice:

- ~300 missed calls/month before AI

### Recovered revenue:

- Small practices: \$5,000–\$10,000/month
- Mid-to-large practices: \$10,000–\$40,000+/month

### Cost comparison:

- Front desk hire: \$55,000+/year
- AI receptionist: often <\$1,000/month

**Typical ROI: 10x–30x annually**





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## Chapter: 8

# Why This Growth Is Sustainable

### Unlike ads:

- You're not paying for traffic
- You're converting existing demand

### Unlike hiring:

- No burnout
- No turnover
- No scheduling gaps

### Unlike new tools:

- No disruption to workflows
- Works alongside existing PMS systems

**This is operational leverage,  
not marketing spend.**



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## Chapter: 9

# The Mindset Shift Dentists Must Make

**Growth is no longer about:**

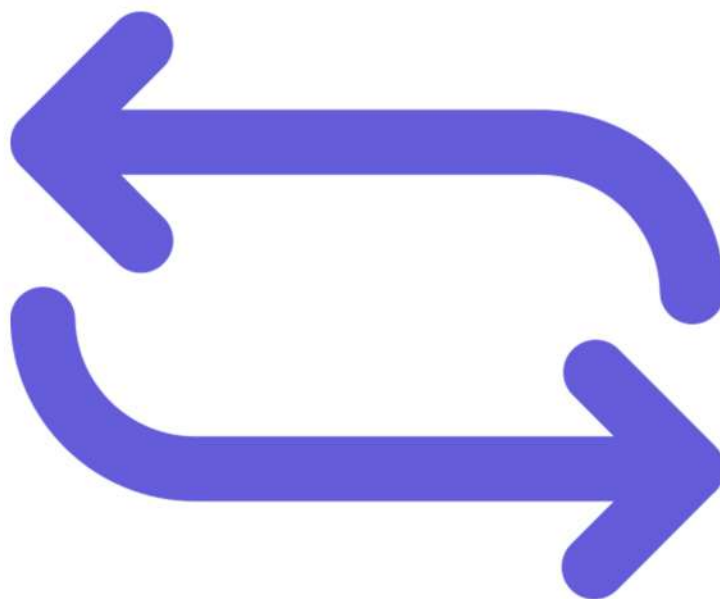
- “How do I get more calls?”

**It's about:**

- “How do I stop losing the calls I already get?”

**Practices that win:**

- Execute faster
- Respond instantly
- Treat availability as patient experience



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## Chapter: 10

# The New Standard for Dental Growth

### In the next few years:

- “We missed your call” will feel unacceptable
- Voicemail will feel outdated
- Always-on availability will be expected

### It's about:

- Grow predictably
- Reduce stress on staff
- Build better patient trust
- Create recurring revenue without more ads





# Final Thought

Missed calls are not a small operational detail.

## They are:

- Lost patients
- Lost trust
- Lost lifetime value

The practices that grow the fastest won't be the ones spending more on marketing.

They'll be the ones that never stop answering the phone.

