AI Automation Proposal for Dr. Mark Sutherland Dentistry

Reduce overhead. Recapture lost revenue. Modernize your practice.

Executive Summary

The opportunity in front of your practice

The average dental practice loses **$150,000–$250,000 per year** to missed calls, no-shows, unscheduled treatment plans, and manual administrative work. Most of these losses are invisible — they don't show up on a P&L because they're revenue that never materialized.

AI automation changes that. By handling repetitive tasks around the clock, your team focuses on what matters — patient care — while AI ensures no opportunity falls through the cracks.

This proposal outlines a tailored suite of AI solutions for Dr. Mark Sutherland Dentistry, designed to integrate with your existing systems, require minimal staff training, and deliver measurable ROI within the first 60 days.

30%	$8K+	15hrs
Reduction in missed calls	Monthly revenue recaptured	Staff time saved per week

* Estimates based on industry averages for general dental practices with 1,500+ active patients. Actual results may vary.

Proposed Solutions

Each solution works independently or as part of a complete package

AI Receptionist & Call Handler
24/7 intelligent phone answering

$799
/month
$1,500 setup

An AI-powered phone agent that answers every call — before hours, after hours, during lunch, when lines are busy. Books appointments, answers common questions (hours, insurance accepted, location), transfers urgent calls to staff, and sends call summaries.

Zero missed calls   24/7 availability   Books directly into your scheduler   Bilingual capable

Smart Appointment Management
Reminders, confirmations & waitlist automation

$399
/month
$750 setup

Automated text and email reminders at 7 days, 48 hours, and 2 hours before each appointment. One-tap confirm or reschedule. When a patient cancels, AI instantly contacts waitlisted patients to fill the slot.

Reduce no-shows by 40%+   Auto-fill cancellations   Smart waitlist

Treatment Plan Follow-Up
Automated outreach for unscheduled treatment

$499
/month
$1,000 setup

Patients who receive a treatment plan but don't book get personalized follow-up sequences via text and email. AI explains the importance of treatment, addresses common concerns, and makes booking frictionless. This is the #1 revenue leak in dentistry.

Recover $3-8K/month in lost production   Personalized messaging   Non-pushy nurture sequences

Insurance Verification Automation

Pre-visit eligibility & benefits check

$499
/month
$1,000 setup

Automatically verifies patient insurance 48 hours before their appointment. Pulls eligibility, remaining benefits, coverage details, and flags issues before the patient arrives. No more phone hold times with insurance companies.

Save 5+ staff hours/week   Fewer billing surprises   Faster check-in

⭐ Reputation & Review Automation
Automated Google review requests

$299
/month
$500 setup

After each appointment, patients receive a friendly text asking about their experience. Happy patients are guided to leave a Google review. Concerns are routed privately to your team before they become public. Builds your online presence on autopilot.

10-20 new reviews/month   Improved local SEO   Catch issues before public reviews

🔄 Patient Recall & Reactivation
Bring back overdue & inactive patients

$399
/month
$750 setup

AI identifies patients overdue for hygiene, checkups, or follow-up care and reaches out via text and email. Personalized reminders based on last visit type, time since last appointment, and treatment history. Reactivation campaigns for patients who've gone dark (6+ months).

Reactivate 8-15% of dormant patients   Automated hygiene recall   Zero staff effort

📝 AI Clinical Notes (Voice-to-Chart)
Dictate during exams, AI writes the notes

$699
/month
$1,500 setup

The dentist speaks naturally during patient exams while AI listens and generates structured clinical notes in real-time. Notes are formatted for your practice management system, include proper dental codes, and can be reviewed and edited before saving. Eliminates end-of-day charting.

Save 1-2 hours/day charting   Per provider pricing   Integrates with existing PMS

Practice Analytics Dashboard
Real-time KPIs & performance tracking

$349
/month
$1,000 setup

A custom dashboard showing production per provider, hygiene recall rates, treatment acceptance rates, new patient acquisition, and revenue trends. Includes weekly email reports and alerts when KPIs drop below targets.

Data-driven decisions   Weekly email reports   Custom KPI alerts

Recommended Packages

Bundle solutions for better value — or start with individual automations

---

STARTER

$**1,397**
/month

$2,500 one-time setup

✓ AI Receptionist & Call Handler

✓ Smart Appointment Management

✓ Reputation & Review Automation

✓ Email & text support

✓ Monthly performance report

MOST POPULAR

PROFESSIONAL

$**2,495**
/month

$4,000 one-time setup

✓ Everything in Starter

✓ Treatment Plan Follow-Up

✓ Patient Recall & Reactivation

✓ Insurance Verification

✓ Priority support

✓ Weekly performance reports

ENTERPRISE

$**3,495**
/month

$6,000 one-time setup

✓ Everything in Professional

✓ AI Clinical Notes

✓ Practice Analytics Dashboard

✓ Custom integrations

✓ Dedicated account manager

✓ Quarterly strategy sessions

All packages include a **60-day performance guarantee** — if you don't see measurable improvement, we'll refund your setup fee.
Prices are monthly. Annual plans available at 15% discount.

Implementation Timeline

We work around your schedule — zero disruption to patient care

1 **WEEK 1**
Discovery & Setup

Map your workflows, connect to your practice management system, configure AI to match your office's tone and protocols.

2 **WEEK 2**
Testing & Training

Run AI alongside your team. Staff training (30 minutes). Fine-tune responses and workflows based on real scenarios.

3 **WEEK 3**
Go Live

Full deployment with monitoring. Daily check-ins during first week live. Adjustments as needed.

4 **ONGOING**

Optimize & Scale

Monthly performance reviews, continuous AI training, and expansion recommendations based on results.

Ready to modernize your practice?

Book a free 30-minute discovery call. We'll map your biggest revenue leaks and show you exactly what AI can recapture — no obligation.

Book Your Discovery Call →

calendly.com/brody1schofield/30min

solveworks.io | info@solveworks.io