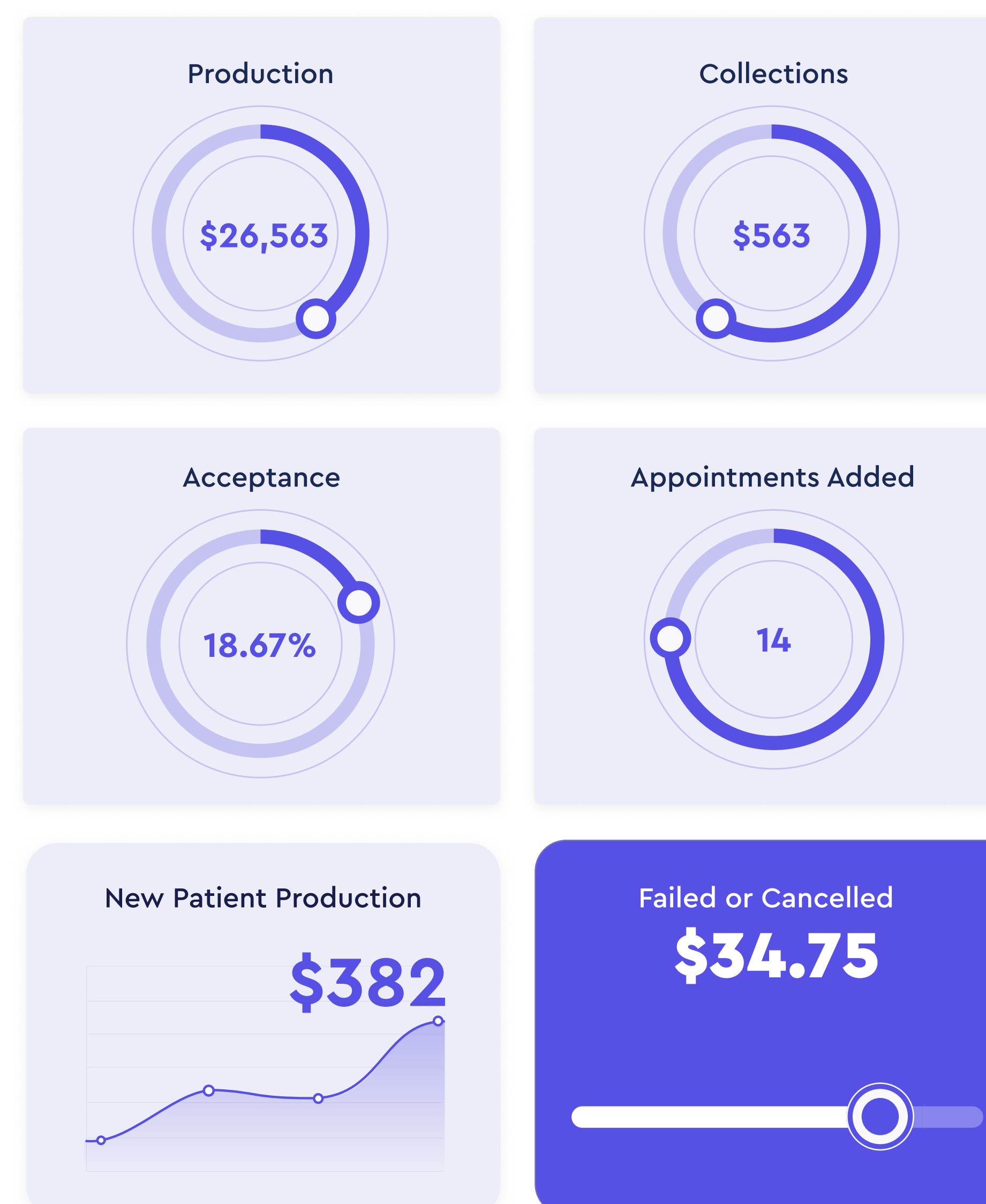


Case Study

PbN Huddle in Action

How BayCove Family and Cosmetic Dentistry
Increased Revenue with a Daily Huddle

Daily Huddle



Practice:
**BayCove Family and
Cosmetic Dentistry**

Type:
**General &
Cosmetic Dentistry**

Founded: **2007**

Operatories: **10**

Doctors: **3**

Hygienists: **5**

Front Desk Staff: **4**

The Challenge

BayCove Family and Cosmetic Dentistry opened in 2007 as a two-operator practice and has since grown into a 10-operator office with three doctors, five hygienists, and a loyal patient base. But with growth came new challenges. Staff were overwhelmed by inefficiencies that weren't just time-consuming, they were costing the practice revenue.

Insurance verification failed about half the time and didn't support many carriers, leaving patients waiting and claims vulnerable to denials. Payment reminders weren't automated, which meant two full staff days each week spent chasing balances that often went uncollected. Intake forms and consents had to be sent and scanned manually, slowing check-in and creating friction that sometimes delayed treatment.

On top of that, the phone system didn't connect to patient records, making follow-ups harder, and reporting was fragmented. Instead of spotting opportunities, the team often realized revenue had been missed after the fact. BayCove needed an integrated system that would automate the basics, connect patient communication, and put revenue opportunities in plain sight.

"We were stuck with Weave and facing endless problems, updates that made things harder, and no real help. Every day felt like a patch job. We were wasting hours chasing balances and trying to piece together reports. It wasn't just frustrating, it was costing us money."

Erin Wilson, Office Manager

The Solution

The team already trusted PbN's Analyze Module for visibility into production, collections, and treatment acceptance. Confident in its accuracy, they expanded into modules designed to capture more revenue, improve collections, and protect income from slipping through the cracks.

The addition of Scale put the Huddle at the center of the day. Instead of combing through schedules, staff could instantly see patients with balances, overdue recall, or unscheduled treatment and take action. That visibility meant fewer missed opportunities and more same-day treatment acceptance.

Payments transformed collections. Automated reminders and Text-to-Pay links meant patients received clear, convenient options to pay. Instead of waiting until checkout, balances were addressed during check-in, improving cash flow and reducing accounts receivable.

Insurance Verification eliminated the risk of incomplete or failed checks by allowing bulk verification across carriers. Fewer errors meant fewer denied claims, ensuring the practice collected what it was owed on the first submission.

Forms and Consents were automated and integrated into patient charts. This eliminated delays caused by missing paperwork, reduced no-shows, and allowed treatment to move forward smoothly.

Finally, Voice phones and secure Fax kept communication tied directly to patient records. Calls, referrals, and insurance documents were automatically connected to accounts, so revenue-critical information was never lost or delayed.

Within two weeks, BayCove staff began to see the difference, not just in efficiency, but in how much more they were able to collect and produce with the same schedule.

The Result

The financial impact was immediate. With the Huddle surfacing patients who needed follow-up, staff captured treatment that might have otherwise been missed. *"Just this week, a patient came in for her cleaning. The Huddle flagged an outstanding filling from six months ago. Since one of the associates had an opening, we asked her to stay after the cleaning and she did it on the spot. That's real revenue we would have missed."*

With balances visible at check-in and Text-to-Pay reminders sent automatically, patients were more likely to pay on time. Staff no longer lost days chasing overdue balances, and the practice saw stronger cash flow.

"Patients love it. We send the bill, and they get a text right away. They use Text-to-Pay, and they tell us it's so much easier. That convenience means they actually pay faster."

Erin Wilson, Office Manager

Insurance verification also shifted from a weak point to a revenue protector. By bulk verifying coverage in advance, the team avoided denials that previously slowed payments and cut into margins. This meant more of the money earned was collected promptly and in full.

Forms and consents, now automated, kept treatment plans moving forward. Patients signed on their phones, paperwork was imported directly into charts, and cases stayed on schedule instead of being delayed or cancelled due to missing documents.

Together, these improvements gave BayCove Dentistry a sharper financial edge. Missed production turned into completed treatment, collections accelerated, and revenue that had been slipping through the cracks was secured.

"That's real revenue we would have missed."

Erin Wilson, Office Manager

See how PbN Huddle helps teams act faster and grow smarter.

Call us at **866-216-8416** or visit www.practicenumbers.com