



Case Study: Busy Dental Practice Secures 30+ New Patients a Month with HelpSquad

Client Overview

Imagine Advanced Dental Arts (IADA) in Lawrenceville, NJ, is a comprehensive and cosmetic dental practice serving over 5,000 active patients. The practice focuses on personalized care, patient comfort, and superior service.

Challenges

IADA faced high patient demand and limited staff, especially during COVID-19. Patients had many questions about insurance, hours, policies, and appointment rescheduling. Staffing shortages made it difficult to maintain quality support and capture new leads.

Solution

IADA partnered with HelpSquad for 24/7 live chat support. Agents handled patient inquiries, assisted with appointment scheduling, and provided proactive online support. This reduced the burden on office staff, saved the practice from hiring additional personnel, and improved patient communication.

Results

- Secured **30+ new patients** per month from website inquiries
- Provided **24/7 support**, increasing patient satisfaction
- Freed up office staff to focus on patient care
- Reduced stress for staff during high-demand periods
- Improved lead capture and appointment scheduling



HelpSquad
health

About our Services

About Us

HelpSquad provides 24/7 support for medical practices to make work easier for healthcare teams. With over 20 years of experience, we handle calls, emails, chats, and texts with the patient experience in mind. Our services are flexible, affordable, and fully transparent, integrating smoothly with your systems. HelpSquad's trained team delivers reliable, caring support, giving healthcare providers more time to focus on what matters most while keeping customers and patients happy and supported.

Services Offered

- Virtual Medical Assistants
- Virtual Receptionists
- Medical Practice Call Center Teams
- Medical Billing and Claims Processing
- Healthcare BPO

Contact us

