

## CASE STUDY

# Flucke & Associates



Helping offices modernize services and appeal to tech-savvy generations through convenient 24/7 Live Webchat.

## SITUATION

Rapid advancements in technology present a challenge for dentists to stay-up-to-date with the latest developments. One significant hurdle faced by dental practices is helping patients overcome their anxiety when scheduling an appointment, especially if they have not visited the dentist in several years.

“When patients come to our website, they’re thinking ‘Let me take care of this right now.’ They want instant help. Live chat provides so much more than I envisioned. It’s been amazingly effective.”

### John Flucke, DDS

Owner, Flucke & Associates Dentistry  
Technology Editor, *Dental Products Report*



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VYNE **trellis**

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## APPROACH

Flucke & Associates Dentistry is dedicated to providing the very best care possible in a fun, caring, and low-stress atmosphere. Offering state of the art care, the practice strives to have patients relaxed and smiling from the moment they arrive to the moment they leave. To create this welcoming environment, the Flucke & Associates team offers patients a cup of freshly brewed coffee, a warm blanket, hand lotion, or warm mittens. Dr. John Flucke, one of three doctors in the practice and technology editor of *Dental Products Report*, one of the nation’s largest dental publications, observed another trend in the practice, “The generation that should be your target audience hates making phone calls. Live chat lets them reach you the way they want to reach you,” Dr. Flucke explained. To solve this problem, the practice decided to implement [Vyne Dental’s] Live WebChat.

## SOLUTION

With Live Webchat, the Flucke & Associates team saw an immediate increase in new patients in just one month due to the tool’s ability to:



Respond to website visitors within seconds, answering questions & gathering relevant information to schedule appointments



Integrate with most practice management software



Schedule directly or pass along leads in real-time to the dental practice team to finalize appointment details in an encrypted environment

## RESULTS

“It’s really convenient for patients,” said Dr. Flucke. “When you consider that more than half of the patient population in the U.S. has some form of dental anxiety, it’s hard for some people to pick up the phone and call. This makes the interaction low-stress.” Streamlining the appointment scheduling process not only benefited patients but significantly improved the process for the Flucke & Associates team members as well.

9+

New patients  
added in one  
month

Live Webchat specialists served as an extension of Flucke & Associates’ front desk, expertly addressing patient inquiries and providing comprehensive answers in real-time.

76%

Chat-to-  
Appointment  
conversion

“Because so much screening and data-gathering is done beforehand, it makes our team’s job super easy,” shared Dr. Flucke.

80%

of chats  
occurred during  
office hours

With real people trained to answer questions specific to Flucke & Associate’s practice, patients could easily schedule appointments on their time and not just during office hours.