



Jubileu Lima · Dental AI front desk

FREE PLAYBOOK FOR DENTAL CLINICS

The Empty Chair Playbook

7 leaks that quietly cost your clinic patients, and how to fix each one *this week*, with or without new software.

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Why chairs go empty

Most clinics don't have a marketing problem. They have a **follow-through** problem. Patients call, message and say "I'll think about it", and then nothing happens. Every one of the leaks below is fixable with a simple rule, and most of them can be automated.

Work through them in order. Tick the ones that apply to your clinic. Then do the 5-minute math on page 4.

01 Calls nobody answers

The phone rings while the team is chairside, at lunch or after hours. Patients in pain rarely leave a voicemail. They call the next clinic on Google.

Fix this week: make sure every missed call gets a text or WhatsApp reply within minutes, with a way to book. Start manually: one person checks missed calls every hour.

"Hi, this is [Clinic]. Sorry we missed your call, we were with a patient. How can we help? You can also book here: [link]"

02 Messages answered tomorrow

WhatsApp, Instagram and Facebook messages that arrive at 9 p.m. get answered the next afternoon. By then the patient has booked elsewhere.

Fix this week: set a greeting and away message on WhatsApp Business with your hours, prices for common treatments and a booking link. Aim to reply to every new enquiry within one hour during opening hours.

03 No-shows

An empty chair still costs you a dentist, an assistant and the rent. Most no-shows are simply forgotten appointments.

Fix this week: send two reminders, one the day before and one two hours before, and ask the patient to confirm. Offer an easy way to reschedule instead of cancelling.

"Hi [Name], a reminder of your appointment at [Clinic] tomorrow at [time]. Reply 1 to confirm or 2 to reschedule."

04 Cancelled slots that stay empty

A patient cancels at 8 a.m. and the 10 a.m. slot stays empty, even though someone on your list wanted an earlier appointment.

Fix this week: keep a short “call me if something opens up” list. When a slot frees, message the list: first to reply gets it.

05 6-month check-ups that never happen

Patients mean to come back for their check-up and cleaning. Without a reminder, months turn into years.

Fix this week: pull a list of patients whose last visit was more than 6 months ago and send them a friendly recall message. Then make it a monthly habit.

"Hi [Name], it's been a while since your last check-up at [Clinic]. We have openings next week. Would you like us to book you in?"

06 Treatment plans that walk out the door

The patient leaves with a quote for an implant, crown or aligners and says "I'll think about it". Nobody follows up, so the decision never gets made.

Fix this week: follow up 3 days after the quote, then again after 2 weeks. Answer questions, mention payment options, and ask a simple yes/no question.

"Hi [Name], Dr [Name] asked me to check in about the treatment we discussed. Any questions I can answer? We have a slot on [day] if you'd like to go ahead."

07 Patients you've lost touch with

Every clinic has hundreds of patients who visited once or twice and never came back. They already know and trust you.

Fix this week: send a personal message to patients who haven't visited in 12+ months: a check-up reminder, a seasonal offer (whitening before holidays) or a birthday message.

Self-check: how leaky is your front desk?

- ☐ Every missed call gets a reply within 15 minutes, even when we're busy.
- ☐ WhatsApp and social messages are answered within 1 hour, including evenings.
- ☐ Patients can book without calling us.
- ☐ Every appointment gets at least one automatic reminder.
- ☐ We have a waiting list to fill cancelled slots.
- ☐ Patients get a 6-month recall message without anyone remembering to send it.
- ☐ Every unaccepted treatment plan gets at least two follow-ups.
- ☐ We contact lapsed patients at least twice a year.

Fewer than 6 ticks? Your clinic is almost certainly losing patients every week, without it ever showing up on a bill.

The 5-minute math

Missed calls & unanswered messages per week	A = ____
No-shows per week	B = ____
Average value of one appointment	V = ____

Monthly loss $\approx (A \times 0.5 + B) \times V \times 4.3$

Assumes half of missed callers would have booked. New patients often return for years, so the real loss is usually higher.

Want these fixed for you?

I set up an AI front desk for dental clinics: missed-call text-back, a 24/7 WhatsApp assistant, an AI voice receptionist, automatic reminders, recalls and treatment-plan follow-ups. It runs on your own WhatsApp and calendar and is live in about 7 days.

Book a free 20-minute leak check: we'll put a number on what your clinic is losing, and I'll show you a live demo.

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