

# ALISO VIEJO DENTAL

*Hundreds of patients booked appointments through 123ContactForm and it has worked flawlessly!*

## SUCCESS STORY



## Aliso Viejo Dental

### Segment

Appointment Forms

### Benefits & Results

Save money; more customization

### Vertical

Healthcare & Dentistry

### Contact

Ruxandra Preda

### Target

Patients

## Summary

Aliso Viejo Dental is a small dental clinic in Aliso Viejo, Orange County, Southern California which has been active on the market since 2005. It has a team of 5 professionals working in the office and dozens of patients every month. They have a philosophy of treating every patient with respect and personalized attention. To meet these standards, they chose 123ContactForm.

## Issue

Aliso Viejo Dental used an automated system for patient communication before. They were charged about \$300/month and one of the features was having a website form for their patients to request an appointment online. The form would send them an email that we would respond immediately during work hours or the next day. *"But it's 2017 and that's when we found 123contactForm.com. They have customizable forms that offered exactly the same service, for way cheaper or next to free. We've been happy with it since then!"* said Dr. Ruxandra Preda, owner of Aliso Viejo Dental.

Besides the high price paid, the way in which the forms were set up didn't appeal to them. The services used didn't offer a lot of options which made it impossible to create the forms the way they wanted.

## Objectives

- Book patients for appointments without effort
- Receive notifications in real time for each appointment
- Reduce the complexity of publishing a form
- Have more customization options
- Save money and time while still having all of the above

## Solution

They found it super easy to create their first form and put it live, with no need of a dedicated tech person for it. This motivated them to try the service and keep using it. Now the Aliso Viejo Dental crew has an online form embedded on their website for their patients to request an appointment. Once the form is submitted, they receive an email notification immediately and they can follow-up with their patients either online or via telephone, if needed, for appointment confirmations or cancellations.

*"This is a great feature for both new or existing patients, to be able to request an appointment anytime they can access our website from their phone, tablet or laptop. We've had hundreds of patients booking appointments through 123ContactForm and it has worked flawlessly!"* explained Dr. Preda.

Besides having an easily understandable editor which allows them to customize their forms exactly the way they want, 123ContactForm has saved them thousands of dollars since they made the switch from their previous service supplier.

## Payoff

When asked about the reasons for choosing 123ContactForm, Doctor Preda emphasized on the customization options that 123ContactForm provides compared to their previous service: *"the good part is that now we have control over the form and how to customize the fields, versus a standard form provided by the previous Patient communication website"* she explained.

One of those customization options they appreciated the most is the possibility of having precise control over the data they require. Being more specific, she explained that now they made only the email field required instead of the phone number field as it was in their previous forms. It seems that potential patients who just want to inquire about some services want to keep a certain degree of anonymity, which they are able provide that now. *"Being able to book online gives customers a sense of ease, rather than calling and having to answer questions on the spot"* said Dr. Preda.

Another highlight mentioned is the flexibility that they can now offer for patients to select online their preferred time frames for booking their appointments with a simple dropdown list or a single choice field.

Aliso Viejo Dental has looked into other websites before leaving their former patient communication software, but they chose 123ContactForm because it has the best customization options and they could create exactly what they needed. Last but not least, the chance to see and [try it for free](#), without a complicated sign up, gave them results in no time and was one more reason why this dental clinic choose 123ContactForm to manage their patient communication.

Dr. Preda's pointed out four main topics they liked the most about working with 123ContactForm:

- **Ease of use** - *"Creating the first form was super easy, my husband did it in 5 minutes".*
- **Full customization** - *"We literally created the forms the way we wanted."*
- **Easy publishing options** - *"The ease to publish the forms on our website (a clear and short link, without a million signs like % and #), how easy it is to enter the form link in social media posts and the "Book Now" button on Facebook are great options."*
- **Real time notifications** - *"It was really simple to set up an email to notify us directly when a new appointment was made, without the need to log in the website to see the form answers."*

## Why dental and healthcare organisations use 123ContactForm

As demonstrated above, healthcare professionals choose 123ContactForm due to a variety of benefits:

- It allows them to save time on manual data gathering
- It saves money to clinics when compared to other options
- It improves the doctor-patient communication
- It offers a super-flexible environment and customization options
- It is [HIPAA Compliant](#) making sure all patient related information is secured

Moreover, 123ContactForm has a special team of professionals focused on healthcare clients needs, full-time dedicated to improve their clinics and offices workflows.



### Dr. Ruxandra Preda

DDS, Owner of Aliso Viejo  
Dental

*"Thank you for doing this, it helps both of us, you are doing a great job! We encourage everyone to give it a try, they'll find the perfect form for their business. We recommended you to friends, because people are sometimes computer challenged but this is really simple to use"*

### Contact Info



[www.alisoviejodental.com/](http://www.alisoviejodental.com/)



[www.facebook.com/AlisoViejoDentalOffice](https://www.facebook.com/AlisoViejoDentalOffice)



<https://twitter.com/avdental/>



<https://plus.google.com/+Alisoviejodental/posts>