



WHITE PAPER

ONE YEAR OF MEASURABLE RESULTS AT:



**NORTH AMERICAN
DENTAL GROUP**

How CERTIFY Health helped NADG standardize patient access and front-office workflows across more than 250 practices, creating greater staff capacity, stronger collections and a better patient experience.

Contact

Phone	650-425-3050
Website	www.certifyhealth.com
Email	sales@certifyhealth.com
Address	2275 Research Blvd Suite 300 Rockville, MD 20850
Web	www.certifyhealth.com



Executive Summary

North American Dental Group (NADG) partnered with CERTIFY Health to standardize patient access and front-office workflows across a large, distributed dental organization. Through the CERTIFY platform, NADG supports patient check-in, scheduling, communications and payments across its network, reducing administrative burden while creating more capacity for practice teams to focus on higher-value, patient-facing activities.

One year into the partnership, the results span more than 250 practice locations and more than 1.5 million patient appointments. More than 80% of patients now use self-service check-in, while NADG's Net Promoter Score has increased. By reducing repetitive administrative work, CERTIFY has also returned approximately 60 hours of staff capacity per week to the average practice and helped NADG double the speed of prior-balance collection across the enterprise.

At the same time, NADG has expanded its use of CERTIFY beyond the initial requirements that brought the organizations together. By consolidating multiple technologies through one platform, NADG has reduced complexity, improved support and created stronger economics at enterprise scale. CERTIFY has become a broader part of how NADG supports its practices, patients and providers as the organization continues to build on the results achieved during the first year.



Scale Turns Local Friction Into an Enterprise Problem

At a single dental practice, staff can often work around disconnected systems and inconsistent processes. Across hundreds of locations, variations in registration, forms, insurance capture, payments and scheduling create administrative burden that becomes increasingly difficult to manage and scale.

The front desk sits at the center of that complexity, managing patient arrivals, calls, paperwork, insurance updates, balances and scheduling. Adding staff may relieve immediate pressure, but it does not address the repetitive administrative work creating it.

NADG deployed CERTIFY Health across its practices to standardize patient intake, self-service check-in, scheduling, communications and payments. Moving routine activities into digital and self-service workflows reduced administrative burden while allowing staff to focus on patients and work requiring direct support.

"When we first started this journey, there were just a couple of requirements we were looking to address, and we've already surpassed those."



Armanda Lester
SVP OF OPERATIONS



What Changed

A consistent first step. Patients could begin check-in through a guided self-service workflow instead of waiting for a team member to become available.

More work completed by patients. Routine registration and intake activities moved from staff-led transactions to repeatable digital workflows.

Payments moved earlier. Prior balances became part of the patient workflow instead of a follow-up task that teams had to initiate later.

Staff focused on exceptions. Practice teams gained more time to answer questions, assist patients and support work that required judgment or a human conversation.

One platform supported multiple workflows. NADG consolidated technologies while creating a broader operational layer around its existing practice systems.



Patient Adoption Created Operational Capacity

More than 80% self-service adoption

Patients adopted self-service check-in across the NADG network at enterprise scale. The result matters because technology only creates operational leverage when patients and teams use it consistently. Strong adoption allowed routine arrivals to move through a common workflow while staff remained available for assistance and exceptions.

Approximately 60 hours returned each week

The average NADG practice regained approximately 60 hours of staff capacity per week by reducing repetitive administrative work. This represents capacity, not headcount reduction. Practices can use that time to engage patients, answer calls, secure re-appointments, support collections and help patients move forward with care.

2x faster prior-balance collection

NADG doubled the speed of prior-balance collection across the enterprise. Connecting payment activity to the patient journey moved collection earlier and reduced the dependence on manual follow-up after the visit.

NPS increased alongside self-service

NADG's Net Promoter Score increased after implementation, even as more than 80% of patients adopted self-service check-in. The result challenges the assumption that self-service makes care less personal. By shifting routine transactions away from staff, the model can create more room for meaningful human interaction.

What the Numbers Point To

The results reinforce a simple operating principle: scale does not come from adding more tools or asking teams to work faster. It comes from standardizing repeatable work, creating capacity through patient self-service and connecting the workflows that influence both patient experience and financial performance.



From Patient Arrival to Enterprise Operations

Self-service check-in provided a visible starting point, but NADG's results extend across a broader patient access and revenue workflow. CERTIFY surrounds the practice management system with connected capabilities for intake, scheduling, communications, payments and practice performance. The clinical system remains the system of record; CERTIFY provides the operational layer that helps the enterprise execute consistently across locations.

That distinction matters for growing dental organizations. A point solution may improve one task, but enterprise value comes from linking the tasks that patients and staff experience as one journey. When those workflows share a platform, each practice can follow a common operating model while leadership gains a clearer basis for measuring adoption and performance.

Four Lessons for Enterprise Dental Leaders

- 1. Design for adoption.** Make self-service the clearest and easiest path while maintaining an assisted option for patients who need help.
- 2. Measure capacity, not just transaction time.** A few minutes saved per appointment compound into meaningful staff capacity across millions of interactions.
- 3. Connect operations and revenue.** Patient access workflows affect downstream data quality, payment readiness and collection performance.
- 4. Standardize the workflow, not only the technology.** A common platform creates value when every location uses it to execute a repeatable process





NORTH AMERICAN DENTAL GROUP

The Facts

250+

PRACTICE LOCATIONS

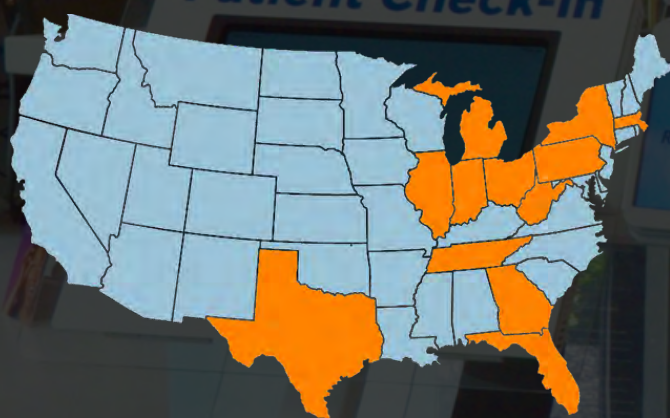
ACROSS

15

STATES

1000+

DENTISTS & HYGIENISTS



"The goal has never been to remove people from the front desk. It's to take routine, lower-value tasks off their plate so they can focus on the high-value, high-yield activities where they can make a greater impact."



Paul Reda, CEO



NORTH AMERICAN
DENTAL GROUP

1.5+ million

Patient Appointments Supported

Across 250+ NADG practices over the first year

80%+

Self-Service Kiosk Adoption

More than 80% of patients now use self-service kiosk check-in across NADG

~60 staff hours

Returned Per Practice/Week

Giving teams more capacity for collections, re-appointments & other higher-value work

2X faster

Prior-Balance Collection

Doubling collection speed across the NADG enterprise

\$160K per month

Monthly Paper Savings
through digital intake & statements



NPS increased

Alongside the shift to 80%+ self-service check-in

www.certifyhealth.com





From Measurable Results to Enterprise Impact

NADG's first-year results demonstrate the impact of applying CERTIFY Health at enterprise scale: more than 80% self-service adoption, increased NPS, approximately 60 hours of staff capacity returned to the average practice each week and two times faster prior-balance collection across more than 250 locations and 1.5 million patient appointments.

Those results also reflect a partnership that has expanded beyond its initial scope. NADG now uses CERTIFY across patient check-in, scheduling, communications and payments while consolidating multiple technologies through a common platform. That consolidation reduces complexity for the organization, creates more efficient support and improves the economics of delivering these capabilities across hundreds of practices.

For DSOs, the NADG experience demonstrates an opportunity that extends beyond modernizing the front desk. CERTIFY Health brings patient intake, scheduling, communications, payments and practice performance together in one platform, giving enterprise dental organizations a way to reduce administrative burden, increase staff capacity and standardize critical patient and practice workflows as they scale.

