

FILE 01 / 09 Prepared for large-scale dental support organizations

# The *Doc* is in. But where are your *patients*?

An operating playbook for **large multi-office dental support organizations** — how Fugu refills the recall calendar, kills the no-show line, and turns every visit into a five-star review at every office in the network.

OPERATING BRIEF	
SUBJECT	Multi-office dental support organization
ASSET	500+ offices • multi-MSA
VITALS	30%+ recall lapse • 10-15% no-show • sub-4.5 stars
DIAGNOSIS	Silent revenue per chair-hour
PLAN	9-page operating brief
ISSUED	Irvine, CA • 2026

COMP • TURNKEY

95%+

DIAGNOSIS • 2026

# Three silent *revenue leaks* are draining same-store sales.

In a 500-office DSO, each leak below is quiet, habitual, and already priced into your comps. None of them trigger an alert in the practice-management system — they only show up on next year's hygiene production, your case-acceptance line, and the same-office revenue trend.

## 01 THE LAPSED-RECALL DRIFT Patients whose 6-month hygiene appointment came and went — silently — without a re-book.

The hygienist closed the chart. The front office ran the report. The patient got a postcard, maybe an email. By month nine, they've drifted off the recall list — half of them never come back. Your chairs sit empty while a competitor across the strip mall books them.

~30-40%

OF PATIENTS FALL OFF THE 6-MONTH RECALL • HYGIENE GROSS DRIFT

## 02 THE NO-SHOW LINE Booked patients who simply don't appear — and the late-cancels you can't fill in time.

The CRM fired a confirmation email. The auto-text went out. The chair sits empty for 60 minutes anyway. Multiplied across 500 offices, no-shows and same-day cancels compound into millions in lost chair-hour gross — and a hygienist who's paid either way.

10-15%

NO-SHOW + LATE-CANCEL RATE • EMPTY CHAIRS ACROSS THE NETWORK

## 03 THE REPUTATION DRAG Offices stuck below 4.5 stars — invisible on the local-search map for high-intent patients.

One bad week of reviews tanks an office's local rank. New-patient calls fall 30%+ overnight. Front-office staff don't know to ask for the review at the right moment. The good visits stay

-32%

FEWER NEW-PATIENT INQUIRIES ON SUB-4.5-STAR OFFICES • LOCAL-SEARCH DRAG

silent, the bad ones go online. Your weakest offices stay weak.

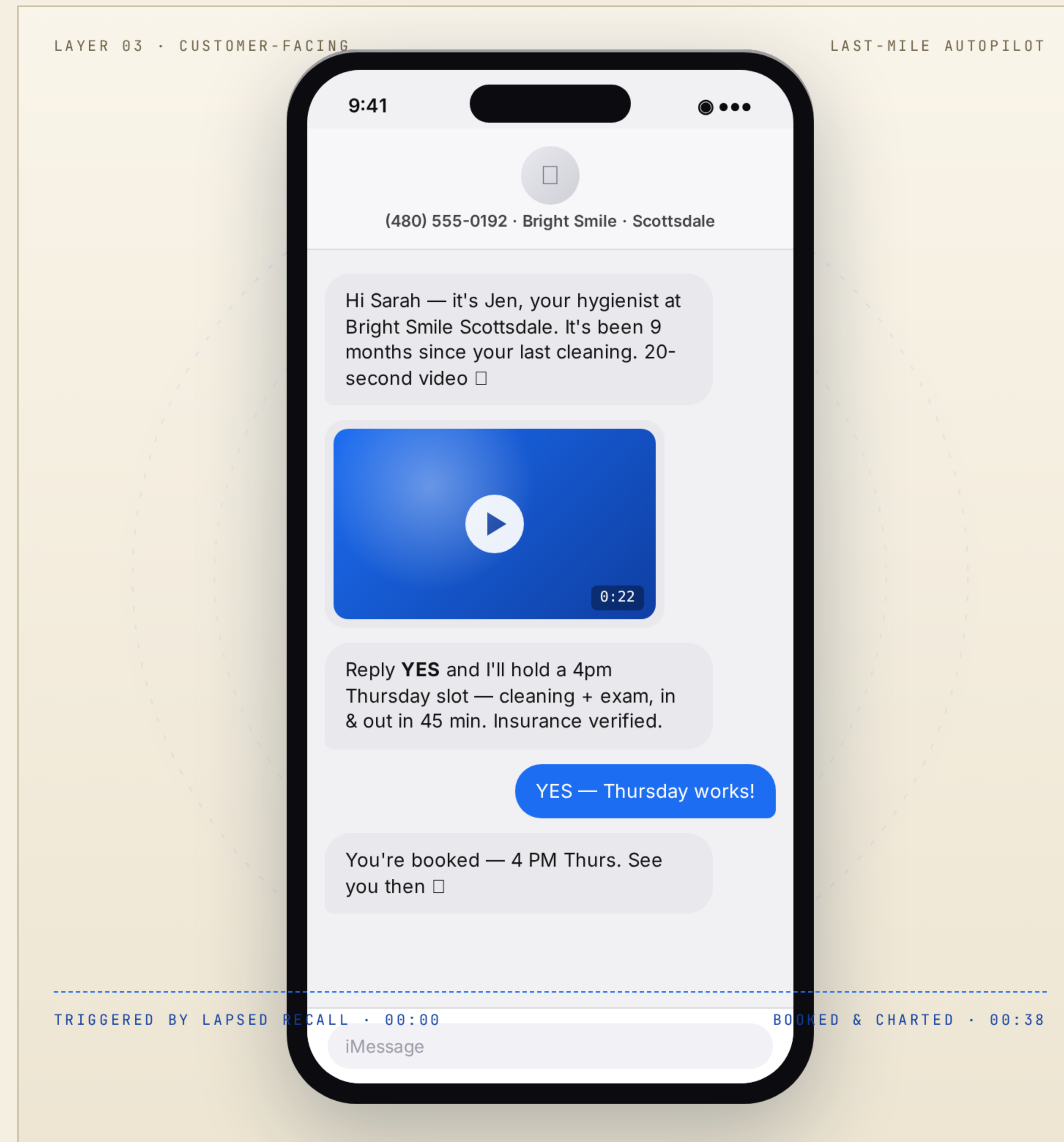


INTERVENTION • MEET FUGU

# Fugu is the *AI layer* between your CRM and your patient's phone.

One platform. Infinite personalization. Zero extra work for the front office.

Fugu plugs into the practice-management and CRM stack you already run — Dentrix, Eaglesoft, Open Dental, Denticon — detects the moment a recall hits 9 months without a re-book, a confirmed appointment is 24 hours out, or a visit closes — generates a hyper-personalized video from the hygienist's or front-office team's AI likeness, and delivers it by SMS where attention actually lives. They tap. They book. They confirm. They review. The chair fills itself.



Turns a *lapsed recall* into a *booked hygiene visit* — and a *quiet visit* into a *five-star Google review* — without adding

ENGINE 01 OF 02

# Eliminating *follow-up friction.*

Postcard recall cards and confirmation emails are not follow-up — they're decoration. Fugu intercepts patients where attention actually lives: the only inbox they open every time. Their text messages.

METRIC	TRADITIONAL FOLLOW-UP STACK	THE FUGU ENGINE	DELTA
<p>OPEN RATE</p> <p><b>Reach</b></p>	<p>~20%</p> <p>Email · generic · mostly archived</p>	<p><b>95%</b></p> <p>SMS · personal · instantly surfaced</p>	<p><b>+5×</b></p> <p>Attention</p>
<p>CLICK-THROUGH</p> <p><b>Action</b></p>	<p>2–5%</p> <p>Email · industry benchmark</p>	<p><b>32%</b></p> <p>SMS · book the recall, confirm the visit, or leave a review in-thread</p>	<p><b>+10×</b></p> <p>Conversion</p>
<p>FRONT-OFFICE EFFORT</p> <p><b>Labor</b></p>	<p><b>High</b></p> <p>Outbound calls · recall lists · cancel-fill scrambles</p>	<p><b>Zero</b></p> <p>PMS-triggered · fully autopilot</p>	<p><b>-100%</b></p> <p>Headcount</p>
<p>PERSONALIZATION</p> <p><b>Voice</b></p>	<p><b>Generic</b></p> <p>"Dear patient" · placeholder fields</p>	<p><b>Hyper-specific</b></p> <p>Patient name · hygienist or front-office likeness · last-visit &amp; treatment history</p>	<p><b>1:1</b></p> <p>At scale</p>

Five times the attention. Ten times the click. *Zero* additional headcount.

SOURCES

- FUGU PLATFORM TELEMETRY, ROLLING 12 MO.
- ADA HEALTH POLICY INSTITUTE · DENTAL ECONOMICS BENCHMARKS, 2024
- DSO OPERATING REPORTS · MAILCHIMP HEALTHCARE EMAIL BENCHMARK, 2024

THE OPERATIONAL DIVIDEND

# Automating patient follow-up doesn't just refill the recall. It *rescues every chair-hour's gross.*

Three numbers your COO and Director of Operations will care about. Each one is attention you start capturing — and front-office labor you stop spending — across every office in the network.

REACH • OUTBOUND

95%

ACTION • CLICK-THROUGH

32%

REPUTATION • REVIEW VOLUME

+40%

Consistently refill the recall calendar, kill the no-show line, and turn every visit into a 5-star review *without adding a single phone call* to your front-office team.

ENGINE 02 OF 02

# Driving new patient *acquisition.*

Fugu doesn't just plug leaks; it builds an organic flywheel of new patients. Every recovered visit becomes a five-star review. Every review compounds your local search rank. Rank drives new-patient calls. Appointments convert. The wheel turns itself — at every office in the network.

REFERENCE CASE • ILLUSTRATIVE COMPOSITE

COMPOSITE

## Bright Smile Dental Group • 500-office multi-state DSO • 12-month rollout.

OPERATOR

Multi-state dental support organization

FOOTPRINT

500 offices • 28 states

DEPLOYMENT

12-month phased rollout

INTEGRATION

PMS & CRM-native (Dentrix • Eaglesoft • Denticon)

*i.*

PRESENTING

Strong PE backing and high acquisition volume, but bleeding production at the silent edge of the funnel. Recall recapture stuck around 35% — roughly four in ten patients lapsed off the 6-month list. No-show + late-cancel rate sitting at 12% network-wide; average chair-hour gross capped well below benchmark. Average office rated 4.2 stars; same-office revenue flat YoY despite scale tailwinds.

*ii.*

INTERVENTION

Fugu deployed across 500 offices over 12 months. Three triggers: 9-month lapsed-recall outreach, 24-hour pre-visit confirmation, and post-visit review request. Each fires a personalized SMS video from the hygienist's or front-office team's AI likeness. No clinical-team workflow change. Strict Google review-gating compliance and HIPAA-aligned messaging throughout.

*iii.*

MODELED OUTCOME AT 12 MONTHS

**+32%**

Recall recapture • lapsed-recall patients re-booking hygiene.

**-38%**

No-show + late-cancel rate • chair-hours saved network-wide.

**+40%**

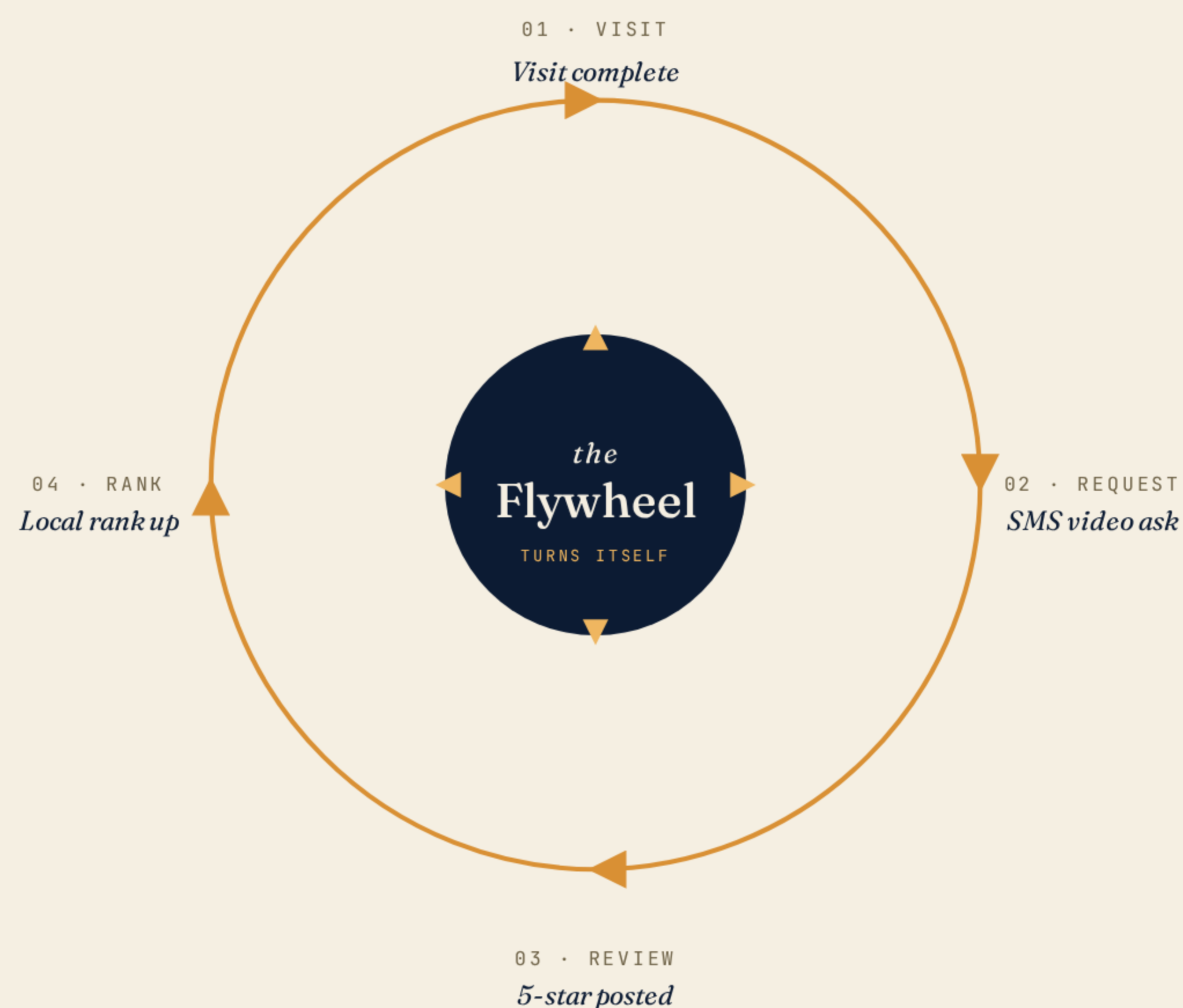
Google review volume • 4.2 → 4.5 stars at the office level.

Illustrative composite case • Bright Smile Dental Group is a representative model — not a real customer. Outcomes are modeled from Fugu platform telemetry (95% open • 32% CTR • +40% review volume) applied to public dental benchmarks (ADA Health Policy Institute: ~30-40% of patients lapse off 6-month hygiene recall; Dental Economics: 10-15% no-show + late-cancel rate is industry standard; DSO operating reports: average office produces \$1.2-\$1.8M annual collections with hygiene 25-35% of total). At a 500-office DSO, a 32-point recall recapture, 38-point no-show reduction, and 40-point review lift compound into a nine-figure annual production impact. Verified multi-office DSO reference accounts in onboarding, 2026.

MECHANISM • THE FLYWHEEL

# How 5-star reviews compound into *local dominance*.

Every automated post-visit review request starts a wheel that doesn't stop turning. Each rotation lowers your cost per new patient and raises the floor under your weakest office.



**+40%**      REVIEWS • VOLUME  
 Modeled lift in Google reviews per office, network-wide.

**4.5 ★**      RATING • ACHIEVED  
 Star rating, up from 4.2 — above the local-search threshold.

**+32%**      RECALL • RECAPTURE  
 Modeled lapsed-recall recapture at the office level.

*Automated, personalized video requests yield a 32% click-through rate versus 2–5% on email — and Google's ranking algorithm notices.*

DEPLOYMENT • TURN IT ON, LET IT RUN

# The *3-step* autopilot.

Integrates with the practice-management and CRM stack you already run — Dentrax, Eaglesoft, Open Dental, Denticon. Standardized across every office in the network. Turn it on once. Let it run forever.

STEP 01 • TRIGGER



## The *Trigger*

A patient hits 9 months without a recall re-book. A confirmed visit is 24 hours out. A visit just closed in the chair. Fugu auto-triggers the moment the event posts in your PMS — no front-office input required.

LATENCY < 30 SEC

STEP 02 • ENGINE



## The *Engine*

AI composes a hyper-personalized video — patient name, hygienist or front-office likeness, last-visit and treatment history, suggested action — in seconds. Script, voice, face, delivery window: all automated.

BUILD TIME < 60 SEC

STEP 03 • CAPTURE



## The *Capture*

Text delivered. 95% open. Patient taps to book the chair, confirm the recall, or leave a review. Fugu writes the action back to the PMS and logs the touchpoint. Recall recovered. CAC down. No one picked up a phone.

HUMAN TOUCHES ZERO

*No human effort required beyond this point.*

THE CLOSE

# Zero risk. *All upside.*

Refill the recall calendar. Kill the no-show line. Dominate local search at every office. Do it on a 30-minute working session, on our dime.

Book a 30-minute working session.



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THE FUGU PLEDGE

If we don't show you a clear path to **3x ROI** on our demo, we'll buy your team lunch. No pitch, just value.

NEXT STEP – EMAIL US AND OUR TEAM WILL REPLY WITHIN ONE BUSINESS DAY TO SCHEDULE A WORKING SESSION AND WALK YOUR DSO THROUGH EXACTLY HOW FUGU REFILLS THE RECALL CALENDAR, KILLS THE NO-SHOW LINE, AND TURNS EVERY VISIT INTO A 5-STAR REVIEW ACROSS EVERY OFFICE IN THE NETWORK.