



# Smile Designers of Las Vegas enhances patient experience through automated appointment scheduling with virtual assistant, Wisdom Ai

**About Smile Designers of Las Vegas:** Smile Designers of Las Vegas is a general dentistry practice that provides services including the prevention, diagnosis, and treatment of a wide variety of conditions and diseases that affect your teeth, gums, and oral health. The practice, led by Dr. Amy Tongsiri, is committed to ensuring every patient's oral health is in excellent condition.



## THE CHALLENGE

Across the United States, dental practices are struggling to hire due to a nation-wide staffing shortage.

**“Roughly 40% of dental practices nationwide report having open positions and say they are looking to hire new staff members. Among practices with openings, 90% report it is extremely difficult to find workers.”**

- Marko Vujicic, Chief Economist and VP of the Health Policy Institute at the American Dental Association, to [WBUR Chicago](#) in August 2022

Smile Designers of Las Vegas found themselves struggling with the same challenge - especially when it came to hiring for its front desk.

The front desk is the main gateway to the practice for most patients. From scheduling appointments to requesting emergency services, the front desk serves an important role in any dental practice.

Smile Designers of Las Vegas turned to technology to look for a solution that could not only fill the gap on providing better service to patients during working hours, but also answer patient inquiries after hours.

## OUR SOLUTION

NLX is under the hood of the helpful new virtual assistant “Wisdom Ai” being implemented in dental offices and insurance companies across The United States. Teledentistry.com, an NLX reseller, created Wisdom Ai using Dialog Studio within the SOC 2, GDPR, and HIPAA-complaint Conversations by NLX platform.

Today, Wisdom Ai is automating patient inquiries like schedule appointment, which insurances are accepted, and request emergency services.

With these routine tasks automated, no patient calls are missed and the front desk can focus on more complex tasks. The virtual assistant can also answer basic patient FAQs such as office hours, address, and what insurances are accepted.

Wisdom Ai, powered by NLX, easily integrates with most practice management software systems quickly and easily. It can be deployed within minutes and there is no staff training needed. Conversations by NLX is SOC 2, HIPAA, and GDPR-compliant.

**“As soon as we heard about Wisdom Ai, we knew we needed this solution.”**

- Dr. Amy Tongsiri, Smile Designers of Las Vegas

**About Teledentistry.com:** Teledentistry.com, one of NLX's reseller partners, is focused on bringing dental care into the digital era. The company collaborates with dentists, insurers, government agencies, and technology partners to bridge the gap between one another to better care for patients.



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## PATIENT EXPERIENCE

Patients calling into Smile Designers of Las Vegas never wait on hold and are greeted by Wisdom Ai after three rings, giving the human front desk team an opportunity to answer the call first. In this way, Wisdom Ai serves as a safety net for the front desk so calls are not missed as opposed to a replacement for the front desk team.

The virtual assistant then asks how it can assist the patient, suggesting options like schedule appointment, modify appointment, emergency dental, hours of operation, or insurances accepted.

From there, the patient makes a selection and Wisdom Ai helps them complete the inquiry over the phone, with the option to leave a voicemail for the front desk if the inquiry isn't addressed.

## EXPERIENCE WISDOM AI

**Step 1:** Call number  
216-329-9425

**Step 2:** Ask Wisdom Ai to:

- "Book an Appointment"
- "I have a question"
- "I'm having a dental emergency!"
- "Leave a message"

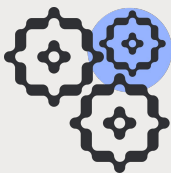
## THE WIN



**"Wisdom Ai is easy to implement and complements my staff fantastically."**  
- Dr. Amy Tongsir

Thanks to Wisdom Ai, Smile Designers of Las Vegas was able to take the pressure off of its front desk while better serving its patients. With Wisdom Ai's 24/7 answering services capable of scheduling or modifying an appointment, answering simple FAQs, and requesting emergency services, Smile Designers of Las Vegas' staff can now focus on high-value tasks like presenting treatment plans to patients, calculating and collecting copayments.

With no setup fees and a month-to-month subscription plan, Wisdom Ai offered Smile Designers of Las Vegas a cost-effective and efficient way to automate routine front desk tasks.



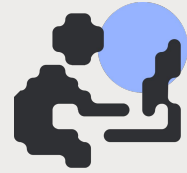
Automated



24/7 Support



No Wait Time



Customer Self-Paced

**About NLX:** NLX® strives to be the leading customer self-service automation solution. Its Conversational AI SaaS products help brands transform their customer interactions into automated, personalized self-service experiences. When implemented, NLX empowers a brand's customers to resolve their own inquiries at their own pace -- with no wait time or frustration.