

This review is framed as a practical business audit, not a technical teardown. The focus is on where response, booking, follow-up, and communication gaps are likely costing time or revenue.

BUSINESS

Brighton Family Dental

INDUSTRY

Dentists

WEBSITE

<https://brightonfamilydental.example>

PREPARED

April 18, 2026

Section A — Observations

- The website does not currently support direct online booking, relying primarily on phone calls to schedule appointments.
- Lead capture is limited to a contact form without clear follow-up or confirmation steps, potentially causing delays in response.
- Contact information is primarily phone-based, which may create bottlenecks during peak call times at the front desk.
- There is no visible automated response or after-hours contact method, which could lead to missed inquiries outside office hours.

Section B — Where Opportunities Are Being Missed

- Implementing an online booking system to reduce phone traffic and capture leads directly through the website.
- Introducing automated confirmations and follow-ups to improve lead conversion and reduce no-shows.
- Expanding contact options to include after-hours messaging or chat support to capture inquiries beyond office hours.
- Providing clearer guidance on services and next steps for patients to reduce navigation dead ends and improve user experience.

Section C — Recommendations

01

Add Online Booking Capability

Integrate a straightforward online booking system to allow patients to schedule appointments without calling. This will reduce front desk load and capture leads immediately, improving conversion and operational efficiency.

02

Implement Automated Lead Follow-Up

Set up automated email or SMS confirmations and reminders to reduce no-shows and ensure patients feel acknowledged promptly after making contact.

03

Expand Contact Channels and After-Hours Coverage

Introduce after-hours contact options such as voicemail with callback promises or chatbots to capture and respond to inquiries outside business hours, minimizing lost leads.

Section D — Summary

Brighton Family Dental has a solid reputation and a friendly, established presence in Rochester. However, the current reliance on phone-based scheduling and limited online engagement creates bottlenecks that may result in lost leads and missed revenue. By streamlining booking, automating follow-up, and broadening contact options, the practice can reduce front desk stress, improve patient experience, and increase appointment bookings.

Section E — Soft CTA

No pressure — happy to walk through a few ideas if helpful.

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Suggested next step: 15-minute workflow strategy call



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