



BOLA AI



Case Study with Heartland Dental

9x Revenue-based Return On
Investment (ROI)



Executive Summary

Bola AI partnered with Heartland Dental, a large Dental Support Organization in the United States, to test Bola's Clinical Voice Solution product.

The study took place over the course of three months and involved 27 practices.

To get accurate and impartial analysis, we gave the raw data to a third-party data analyst who compared the data three months before the study (May to July 2022) to three months during the study (September to November 2022).



"I've been a hygienist for 20 years and used all the various solutions, this is by far the best voice-perio software I've ever encountered. It really works unlike software we have used in the past."

— Tanya, RDH

Highlighted Findings

- ✓ Speed to implementation: Bola was quick and easy to setup and offices that set up within 10 days did over 100 perio charts with Bola in the pilot
- ✓ Average time savings: 18.5 minutes per hygienist per day
- ✓ Streamlined work: The percentage of hygienists who used another team member to record probing results decreased by 63%
- ✓ Return on investment based on additional treatment revenue: 9x (monthly cost of \$1,550 vs. monthly return of \$22,500)
- ✓ Total value of \$36,000 per office in treatment revenue



Introduction: The Power of AI

Michele loved many aspects of her job as a dental hygienist: Connecting to patients and seeing how much better they felt after a procedure went well, developing friendships with others in the office, and learning new skills.

But she didn't love periodontal charting.

Each time she had to do it, she had to request help from another hygienist or a dental assistant — help that at times required her to wait 10 to 15 minutes and interrupted the workflow and took time from her co-workers. Or, she would have to pivot between the patient and the computer to try to document the exam alone by taking a glove off, entering the numbers, and putting her glove back on. The only other option was to write it out on paper and later re-enter the whole thing again manually. In each case, periodontal charting was a tedious and repetitive part of her job.

That's where Bola AI fits in. With Bola's

clinical voice assistant software, Michele no longer needed to wait around for a hygienist or assistant to help her, saving time during each new patient appointment. She also found that since patients could hear the probing depths as she spoke them out loud, they could follow along in real time. Finally, she soon realized she was saving time with fewer recalls and periodontal maintenance appointments.

All told, Bola saved her an average of 20 minutes of the least enjoyable part of her day.



I love it. It's very cool and patients are engaged."

— Michele (Exton, PA)

With Bola software saving time is just one of the many benefits it offers along with increased revenue.

Based off of a [CDC study](#) less than 20% of nearly half of the U.S. population over 30 who have some periodontal disease aren't even diagnosed.

One major reason for this vast underdiagnosis has to do with the time-consuming data entry process that a hygienist like Michele uses every day. With Bola, by contrast, periodontal charting is easier, more intuitive, and quicker — all of which results in more

periodontal exams and, as the study showed, more diagnoses. Because patients with periodontitis are recommended to come into the office four times a year instead of twice a year — and because patients with periodontitis generally have more expensive procedures over time — this results in far higher revenue, not to mention fewer patients who suffer from the effects of the disease.



The Study



I can tell you that our hygienists absolutely love Bola! It really helps them since they don't need a DA present during perio charting. This allows us to book new patients knowing that a dental assistant will not be available. I know Heartland is pushing to do more accelerated or supported hygiene. I think this will help those providers out a lot! It saves our hygienists a bunch of time and is overall just a very efficient program."

— *Mayra Gutierrez-Najera, Practice Manager of Operations*

We knew that hygienists like Michelle loved what we were doing, but we also wanted to find out whether the benefits she experienced could and would be replicated elsewhere.

What we found confirmed Michele's experience.



Key Finding #1

A Streamlined Process

Prior to using Bola, 47% respondents said that they had to rely on a second hygienist or assistant usually or always. With Bola, by contrast, the ratio plummeted to 16%.

That's 2/3 less often.

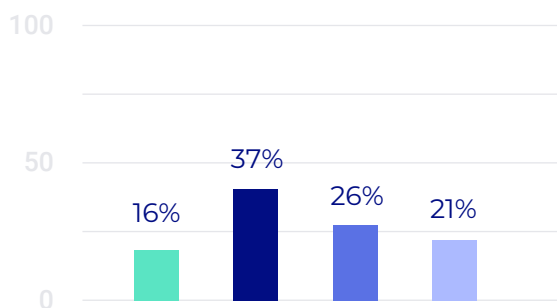
The benefits of this change are two-fold.

First, it reduces frustrating wait time for the hygienist reporting the probe results. (Average time savings per hygienist per day was 18.5 minutes, assuming an even mix of new and re-care patients.)

Second, it frees up the second hygienist or assistant to help other patients.

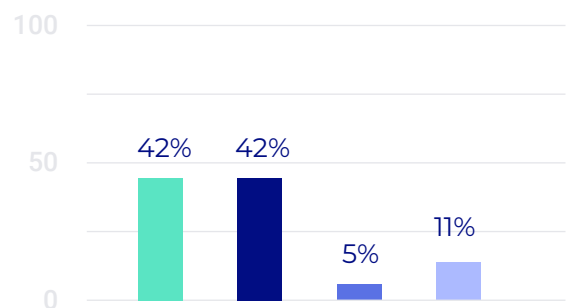
Before Bola

Prior to using Bola, how often were second hygienists/assistants used to record probe results?



After Bola

How often are second hygienists/assistants used to record probe results when charting with Bola?



● Never ● Sometimes ● Usually ● Always



It's amazing — better than using a good DA."

— Carla (Metairie, LA)



What's more, because hygienists are reading the numbers out loud with the patients present, patients tend to be more interested in the process and more willing to learn more about procedures

that might be relevant for them. As one of the hygienists in the pilot said, "It really does make a difference with patient education. They are engaged and curious about numbers."

Key Finding #2

Bola Offers a Quick Setup = Better Results

One of the most consistent findings of the study was that the feedback from offices of how easy it was to set Bola up and that an office's quick setup correlated with better results.

Typical training and setup times with Bola were 30 minutes or less, once mics were delivered. Its as easy as one click to install. Training videos and notifications guide users along the way. Training videos and notifications guide users along the way, leading to easily accessible documentation if needed. Hygienists came away with the confidence needed to use the voice activated software with patients.

Another important factor was total time between sign up and patient charting.

All of the offices that signed up, installed, trained, and received their Bola microphones in fewer than 10 days did more than 100 Bola periodontal charts in the pilot period. One office set up in under 10 days and did 40 charts with Bola the next week.



100%

of the offices that were installed, trained and received mics in fewer than 10 days (avg. 9.83 days), did over 100 Bola Perio charts in the pilot period



Only 5-10% of offices that were installed, trained and recieved mics more than 10 days (avg. 31.8 days), did over 50 Bola Perio charts in the pilot period

9x Return on Investment

The average costs for installing Bola at the time of the study included:



Setup Costs

- ✓ Microphones: \$140
- ✓ Install (time): \$100
- ✓ Training (time): \$200



Annual Costs

- ✓ Present Value (PV): \$18,600

We've broken the returns into the three typical phases of periodontal work — planning, acceptance rate, and production.

What stands out here is that those who use Bola are able to better find periodontal disease and free up more time to explain to patients why the treatment would help them (thereby increasing the acceptance rate of the surgery and moving them into the production phase).

One of the most compelling insights on this front is that the dollar value per visit for treatment went up because dentists treated more teeth than before. Why? Because more comprehensive periodontal charts were completed revealing more extensive disease. (In clinical terms this meant we saw more full quadrant treatments than localized treatments.)



Using Bola Voice Perio in my private practice has increased SRP acceptance rate by 40%. The hygiene team have become power users and don't want to chart any other way. It's been great!"

— Amanda Bell, Business Manager

All of this results in increased revenue, which in turn results in a high return on investment, especially over multiple years.



Additional Annual Revenue

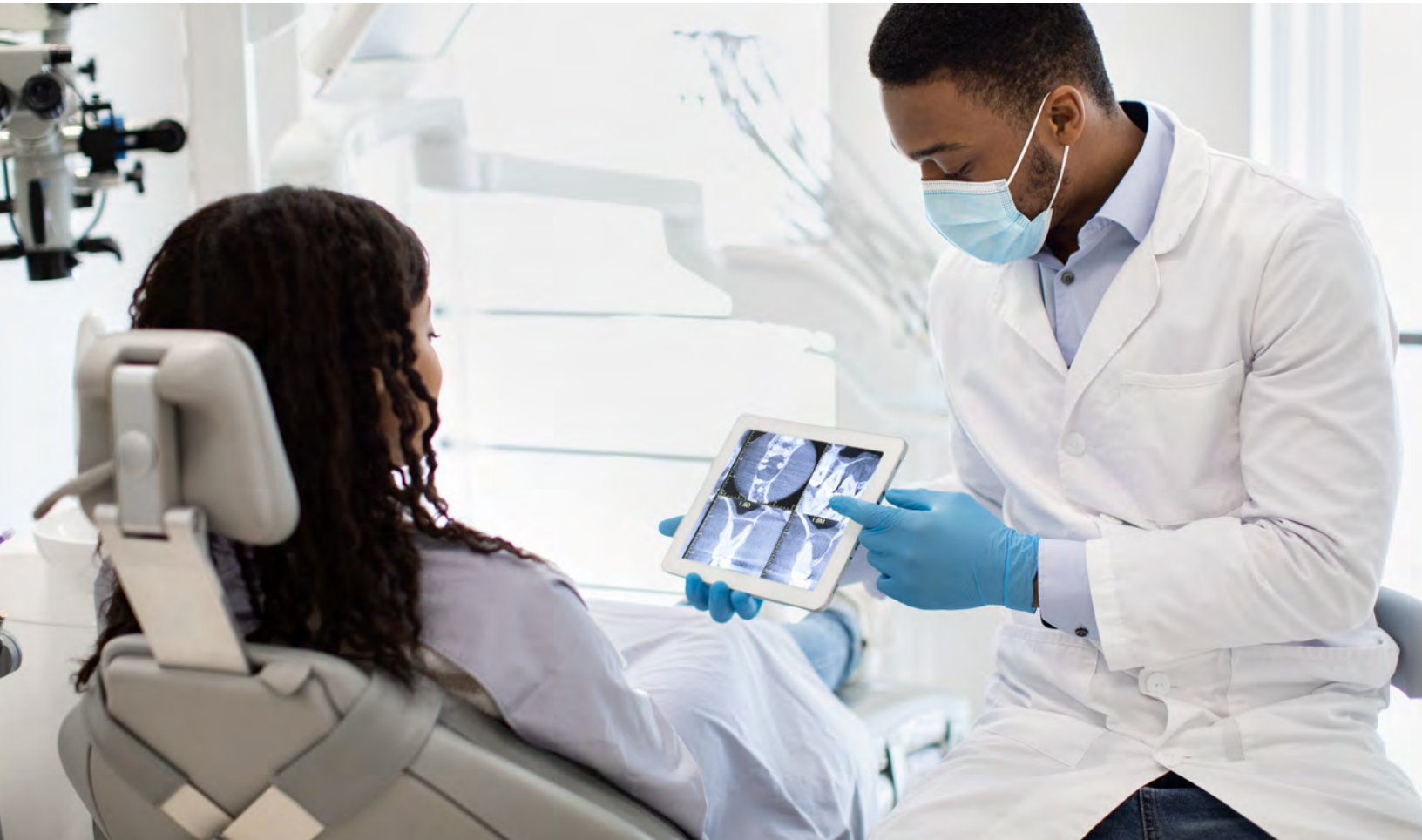
- ✓ Planning (finding the disease): \$36,000
- ✓ Production (treating the disease): \$16,200
- ✓ Acceptance rate (% between planning and production): 45%
- ✓ Present Value (PV): \$270,000



Return on Investment

- ✓ Net Present Value (NPV): \$250,960
- ✓ Payback ratio: 14.2 (Annual revenue of \$270,000 and annual costs \$18,600)

As you can see, the total value of Bola is net positive. The return on investment is 9 times investment, which means that the normal payback period is 1-2 months on average.



Conclusion

Saving Time and Generating Revenue

Put simply, this study with Heartland reveals two primary benefits for dental offices that use it.

The first order benefit is that it helps hygienists save time by completing periodontal charts more quickly and without having to rely so much on a second employee to record the data.

The second order benefit is that it helps dental offices make more money by

increasing the number of fully completed periodontal charts, which in turn frees up the hygienist to explain why relevant procedures are necessary, resulting in more production.

Taken together, it's clear that Bola can benefit dental offices — especially if those offices are ready to implement the software within 10 days — and, most importantly, improve the life of hygienists like Michele.



Love Bola and really enjoy all the updates and it makes my job so much easier and efficient. I also see a big difference in patient engagement and understanding when they hear me call out the numbers. Thanks so much!"

— Brandi, BS, RDH