

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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