

# TURNING AI CALL INTELLIGENCE INTO A CULTURE



A PbN Case Study:

PRACTICE:  
**Flemingsburg Dental Care, KY**

PRACTICE TYPE:  
**General Dentistry Focused on  
Sedation Dentistry**

FOUNDED: **1981**

LOCATIONS: **1**

AVERAGE MONTHLY  
PATIENT VISITS: **313**

OPERATORIES: **6**

HYGIENISTS: **1**

FRONT DESK STAFF: **2**

## THE CHALLENGE

Dr. Moorhead wanted to improve phone skills and patient communication, but traditional coaching methods were falling flat. "We used to record calls with Weave and do one-on-one coaching, but all it did was create resentment," he said. "Even when I tried to lead the reviews myself, the team just shut down." The front office team didn't feel empowered by the process; they felt scrutinized.

As a result, few changes were made, and patient communication habits stagnated. At the same time, Dr. Moorhead needed more efficient ways to mine patient data, especially after new clinical training like implant placement. Pulling lists from Dentrix was time-consuming, and often didn't produce what he needed.

## THE SOLUTION

Enter Practice by Numbers' (PbN) IntelliSuite, a powerful set of AI-driven features designed to help dental practices improve performance, patient communication, and production with less manual work. IntelliSuite includes Call AI for automated phone call scoring and coaching, Revenue IQ for identifying production opportunities, and PIQ Assistant for natural language reporting and on-demand insights.

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**- Flemingsburg Dental Care Front Desk Staff Member**

Dr. Moorhead rolled out Call AI with a new approach: instead of leading reviews himself, he offered a \$25 monthly bonus if staff spent just one hour listening to their own AI-scored calls and reflecting on feedback. No grading. No sit-downs. Just self-directed learning. "It's a carrot, not a stick. That's the mindset shift," said Dr. Moorhead. "I don't want them to feel judged; I want them to be curious and grow." The change worked. Both team members opted into the bonus.

Shortly after completing implant CE training, Dr. Moorhead wanted to identify patients who might benefit from the new service but the traditional Dentrix search methods were too slow. "We wanted a list of patients who had the right treatment history to be implant candidates," said Dr. Moorhead. "In the past, I'd do this through Dentrix reports, which takes forever. I tried it with IntelliSuite instead."

Initially unsure how to set up the query, the team reached out to PbN's support team, who quickly turned confusion into confidence. "They didn't just answer our questions; they walked us through exactly how to do it. We went from stuck to confident in minutes."

With their help, the team was able to:

- Search treatment codes for implant indicators
- Pull a list of 24 qualified candidates
- Assign follow-up tasks to the front office team
- Launch a targeted outreach campaign to promote new implant services

Ultimately, the practice reclaimed hours of lost time, reactivated dormant patients through targeted outreach, and accelerated the rollout of a new service line, all with greater confidence and less effort. "Without IntelliSuite, it would have taken me a week to go through and find all of those patients," said Dr. Moorhead. "With the smart list, it was minutes."

I've used other tools, and they didn't give me actionable information. With PbN, it's not just data—it's what to do next."

- Dr. Moorhead

## THE RESULTS

Since implementing IntelliSuite, the practice has seen a meaningful shift in culture and performance. The front office team, once resistant to call coaching, now embraces it, thanks to a nonjudgmental, incentive-based approach. Staff feel empowered to learn from AI-generated feedback, leading to stronger patient communication and a growing sense of ownership in their roles.

Operationally, the office has become more efficient and focused. Tasks like building patient lists or identifying treatment opportunities, once a time-consuming manual process in Dentrix, can now be handled in minutes. Even while short-staffed, the practice was able to maintain productivity through better delegation and the use of AI insights.

With the right software in place and a motivated team leading the way, Flemingsburg Dental Care turned small, everyday improvements into measurable impact. Their experience proves that IntelliSuite isn't just about saving time, it's about creating space to grow, recover lost production, re-engage patients, and unlock new revenue potential across the entire practice.



**You deserve to run your practice—not chase your software.**

Call us at **866-216-8416** or visit [practicenumbers.com](https://www.practicenumbers.com) to see how PbN's modular system can give you control, clarity, and peace of mind.