



# Dynamic Spine and Sports Therapy

Practice Cuts Back to Four Days a Week  
with Help from Kareo

Chiropractor

At Dynamic Spine and Sports Therapy, located in suburban Atlanta, Ga., Dr. Jered Hull and his practice partner Dr. Zachary Scoville deliver healthcare services and rehabilitation to nearly 1,000 patients each year—primarily athletes and other active people who have had injuries.

They invest a lot of time with each patient, beginning with an hour-long assessment. Treatments usually involve a combination of cutting-edge manual therapies—such as chiropractic, massage, and physical therapy techniques. Return visits typically take 30 minutes, and they see a patient on average six times. Their staff of four manages thousands of patient visits annually.

## Challenge

Prior to using Kareo for practice management and patient engagement, Dynamic Spine and Sports Therapy tried another provider, but according to Dr. Hull, the old system didn't provide good integration.

“For instance, if I saw a new patient today, it was hard to then send them a reminder for their upcoming appointment a few days later,” says Dr. Hull. “This was a problem, since this is something we need to do often.”

Also, the old system itself was primarily focused on outcomes, which wasn't a good fit with their needs.

“Our biggest problem was eliminating missed appointments,” says Dr. Hull. “I have a lot of ‘repeat business,’ but it's not my goal to retain patients over the long term. All I wanted was something reliable that we could use to easily reach a patient and so they could interface with us easily.”

## Solutions

In 2015, Dynamic Spine and Sports Therapy switched to Kareo Engage for patient engagement and practice marketing, and Dr. Hull says it has brought about major improvements and they use it “all day long.”

“It provides a streamlined way to connect with patients, and we can easily go between Kareo Practice Management and Kareo Engage,” he says. “I also like that patients

## Kareo Solution



**KAREO ENGAGE**



**KAREO PRACTICE  
MANAGEMENT**



“Choosing Kareo Engage was a **great decision** for many reasons, but the fact that it was **less expensive** than other options also made it a very **easy business decision.**”

can choose how they want to be contacted—by a text, email, or phone call. So many of them have said, ‘Gosh, if I didn’t have that reminder, I would have forgotten my appointment.’”

Also, if a patient does not confirm an appointment, they can contact the patient to see if the appointment slot should be offered to someone else—or to find out if the patient is okay.

“Once, we were concerned about a patient who didn’t confirm, so we made a phone call,” says Dr. Hull. “We found out that the patient in fact was not well, but was in the hospital. Without Kareo, this may not have happened.”

Another reason they like Kareo Engage? In the Atlanta area, there are no snow plows, so if there is more than a dusting of snow, most offices close. Dynamic Spine and Sports Therapy can send out email alerts when this happens so their patients know for certain whether or not to come to their appointments.

Kareo Engage has also generated a “fantastic” web presence and SEO for them, according to Dr. Hull, and it has made it easier for patients to find them online and read reviews. As a result, the practice gets two new online profile views daily. Currently, if someone searches for them, they’ll also see Google Maps, where they can read reviews or leave one. To date, they have tripled their online reviews and now have approximately 35 reviews.



**Tripled**  
online reviews



**2**  
new daily  
profile views



**25%**  
no-shows virtually  
eliminated



**4,000**  
appointments  
confirmed

## Results

Dr. Hull estimates that if they didn’t have Kareo Engage, they would be missing about 25% of their business.

“Without it, we would have more no-shows, and our front office staff would need to spend a significant amount of time rescheduling versus doing things that build our practice. That adds up to a lot of time and money,” he says.

But the biggest improvement that has resulted from Kareo Engage? They are now so efficient that they no longer need to be open Monday through Friday, but can close every Thursday.

## Conclusion

“Choosing Kareo Engage was a great decision for many reasons,” says Dr. Hull, “but the fact that it was less expensive than other options also made it a very easy business decision.”