Everborn Productions

THE RECURRING WORK AUTOMATION REMOVES

What we take off your plate.

Clinics

Every business has a set of tasks that repeat forever. None of them are hard. All of them have to happen. And every one competes with the work that actually earns money.

About 20 to 32% of new-patient calls go unanswered and 40 to 70% of bookings happen outside business hours. Nearly 60% of patients at an average practice decline or defer presented treatment, and roughly a quarter of the chart base is lost or overdue at any time. The front desk spends hours every week confirming appointments by hand and covers hiring gaps the ADA says 68 to 88% of practices call very or extremely hard to fill.

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BY INDUSTRY · CLINICS

The Full-Chair Engine

Recall, reactivation and unscheduled-treatment recovery, inside HIPAA

RECURRING TASK	HOW OFTEN	AUTOMATE?	WHAT CHANGES
Answering new-patient calls and web forms	Continuous	Partial	Missed-call text-back and a sub-60-second reply catch the 20-32% that go to voicemail; a human still closes the booking.
Appointment confirmations	Daily	Full	Three-touch confirmations replace the manual confirmation calls; average practices confirm 44% vs. 87% for top performers.
No-show and same-day-cancel re-book	Daily	Partial	Automatic re-book text plus a short-notice waitlist blast; staff approve who fills the slot.
Hygiene recall / recare list	Weekly pull	Full	Due-date triggers the sequence with a booking link; staff work only the exceptions.
Reactivation of the inactive list	Quarterly	Full	Segmented win-back by dormancy age instead of a once-a-year postcard.
Unscheduled-treatment follow-up	Weekly report	Partial	Plans enter a timed non-clinical nudge sequence; the treatment coordinator handles clinical questions.
High-ticket consult follow-up	Per consult	Partial	Pre-consult prep, same-day follow-up, financing link, 7/14/30-day nudges; the owner sees a pipeline.
Intake and new-patient paperwork	Every new patient	Full	Forms, consent and NPP sent at booking and chased; PMS re-keying remains unless the PMS has a write API.
Insurance verification chase	Every insured visit	Partial	CRM chases the card and flags unverified visits 48 hours out; the payer check stays with staff.
Google review requests	After every visit	Full	Same-day text with a direct link, ungated.
Membership and series renewals	Monthly	Full	Reminders at 30/14/3 days with a payment link; due-for-tox at 90-120 days.
Payment collection and balances	Weekly	Partial	Text-to-pay links and statement reminders recover about 2-3 hours a week; disputes stay human.
Post-op check-in	Per procedure	Full	Generic check-in routes replies to a clinical inbox.
Daily huddle numbers and weekly production report	Daily / weekly	Full	The recap assembles from CRM data instead of printed PMS reports at 7:30am.

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Continued

RECURRING TASK	HOW OFTEN	AUTOMATE?	WHAT CHANGES
Owner-routed onboarding	Per new client	Full	Every new client gets the welcome from their own rep: the rep's name, the rep's email and the rep's own sign-up link, so the file lands in that rep's queue. One message per client, never duplicates. For you: per provider. (Growth and up.)
Secure two-step sign-up	Per new client	Full	Clients never email sensitive data. The welcome sends them to a secure form that files everything directly into the system of record, and the email says plainly: don't email this to us. For you: HIPAA intake form; BAA coverage confirmed for each channel before launch. (Growth and up.)
Billing that runs itself	Per invoice	Full	Branded invoice email; a reminder ladder (3 days before due, due day, a 3-day grace nudge, a final notice at 7 days); card-on-file autopay with a 'charge coming up' notice and a 'card declined, update your card' notice; receipts; invoice defaults (terms, due days, logo, from address). Email-first. For you: patient balances, payment plans and memberships. (Growth and up.)
Auto-drafted invoices	Per new client	Partial	When a client is added in your industry system, a blank draft invoice for that client appears in the CRM, ready for staff to fill in and send. Nothing reaches the client until a person sends it. On Growth it needs the third-party integration add-on. For you: drafts from the practice system. (Full Engine; on Growth with the third-party integration add-on.)
Billing reconciliation	Weekly	Full	One view of who is billed, who paid, who is overdue and who is being missed, across the CRM, your industry system and any old processor. Catches clients who are active in service but not billed anywhere. (Full Engine.)
Moving your payment processor	One time, when needed	Partial	Every paying client moved off a processor that closed or is being replaced: new payment links or card-on-file, old invoices cancelled only after payment clears, so nobody is double-charged or dropped. Included at no charge. (Every package, included at no charge.)
Typical reclaim	**Hours every week** — mostly the manual confirmations, the recall list and the payment follow-up		

THE CHAIR THIS FILLS

One recovered no-show a week is about $15,600 a year

A dental no-show costs $200 to $400 in lost production and 45 to 60 minutes of chair time (Clerri, Arini). SMS-reminded appointments run about 1.9% no-show. One recovered no-show a week at $300 is more than the Growth subscription, before the unscheduled-treatment and reactivation recovery.

WHATEVER THE INDUSTRY

The work that stops being yours.

Not features. Tasks — the ones currently done by you, done badly by someone else, or not done at all.

Every new lead

- Answered within seconds by text and email, day or night
- Assigned to the right person automatically
- Every missed call texted back
- The quiet ones chased on a schedule that doesn't annoy them
- The appointment booked without a phone-tag loop

Your existing list

- Old leads re-activated after being written off
- Anyone who re-engages detected and routed to a human
- A long-term nurture running in the background
- Unsubscribes and bounces handled automatically
- The list kept clean and deliverable

Clients in progress

- Onboarding sequence and document collection
- Status updates so nobody has to ask
- Invoices and payment links
- Review requests at the right moment
- Referral asks after a win

Partners and referral sources

- Tagged links so every referral is credited automatically
- Printable materials for their counter or desk
- Monthly statements sent without you touching them
- Recruitment outreach to bring on more partners

YOU, ON MONDAY MORNING

One email with the numbers that matter: what came in and from where, what closed, what stalled, how the campaigns did, which partners sent business, and what got built or fixed that week. Plus a dashboard you can open on your phone. Written for an owner, not a technician.