

# AI Readiness Checklist for Dental Practices

7 areas that reveal whether your practice is losing patients to slow follow-up — and what to do about it.

Most dental practices respond to new enquiries within 4–24 hours. Industry data shows that leads contacted within 5 minutes convert at 9x the rate of those contacted after 30 minutes. This checklist helps you identify where your practice stands — and where the biggest opportunities are.

## AREA 1 OF 7

### After-Hours Response

Does your practice have an automated response system for enquiries received outside business hours?

Yes  Partially  No

*Why it matters:* 43% of dental enquiries arrive outside business hours. No response = lost patient.

## AREA 2 OF 7

### Missed Call Follow-Up

What percentage of missed calls receive a follow-up within 30 minutes?

80%+  40–80%  Under 40%

*Why it matters:* A missed call with no callback within 30 minutes has a 62% chance of choosing a competitor.

## AREA 3 OF 7

### Lead Qualification

Do you have a system that automatically scores and prioritises inbound enquiries by urgency and treatment value?

Yes  Partially  No

*Why it matters:* Without triage, high-value leads (implants, orthodontics) wait behind low-value enquiries.

## AREA 4 OF 7

### Google Review Management

Are new Google reviews monitored and responded to within 48 hours?

Yes  Partially  No

*Why it matters:* 87% of patients read reviews before booking. Unanswered negative reviews cost you bookings passively.

## AREA 5 OF 7

### Enquiry-to-Booking Visibility

Can you see your enquiry-to-booking conversion rate in a weekly report?

Yes  Partially  No

*Why it matters:* You cannot improve what you cannot measure. Most practices have no idea what their conversion rate is.

#### AREA 6 OF 7

### Multi-Channel Coverage

Do you capture and respond to enquiries from all channels — web form, missed call, Google Business Profile, and social media — in one place?

Yes  Partially  No

*Why it matters: Patients use multiple channels. Gaps in coverage mean invisible lead leakage.*

#### AREA 7 OF 7

### Follow-Up Sequence

Does your practice send a structured follow-up sequence (2–3 touches) to leads that do not book immediately?

Yes  Partially  No

*Why it matters: 80% of sales require 5+ follow-up touches. Most practices give up after one.*

## Your Results

- **5–7 Yes — Strong foundation.** You are ahead of most practices. Consider AI automation to scale what is working.
- **3–4 Yes — Moderate gaps.** You are losing a measurable number of patients each month. Targeted automation would have immediate ROI.
- **0–2 Yes — Significant opportunity.** The good news: this is fixable. Practices at this stage typically see the fastest ROI from automation.

## Ready to see exactly what you are missing?

Book a free 15-minute audit call with Flowstate Agency. We will review your current setup and show you the specific gaps — no obligation.

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