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To Colleagues,

Patient trust is the foundation of any dental practice. That trust spans from clinical care to how we manage information, scheduling, and the systems that support day to day operations. From the beginning of our partnership, EquityForecast demonstrated a clear understanding of that responsibility. Their work stayed firmly within HIPAA expectations and focused only on high level operational patterns, never on individual patient identity or clinical details.

What followed was a clearer way of thinking about how our practice functions over time. Dentistry does not move in straight lines. Demand fluctuates, urgent visits disrupt routine care, and seasonal patterns quietly shape the schedule. EquityForecast helped us step back and see those dynamics more clearly, which made planning more deliberate and proactive.

Rather than bloating layers of technology or complexity, this partnership bloomed our insight. By grasping how pressure builds in the schedule, we were able to support our staff more effectively and create a more predictable experience for patients. That stability matters, especially in a family focused practice where comfort and continuity are essential.

I appreciated that EquityForecast approached our office with humility and practicality. They listened first, adapted their work to our environment, and prioritized utility over what looked impressive on paper. That approach made the collaboration feel supportive rather than disruptive.

Strong care depends on thoughtful preparation. EquityForecast contributed to that preparation in a way that respected our patients, our team, and the values of our practice. I am pleased to share my support for their work with other dental and medical practices considering a more intentional approach to planning and access.

Sincerely,

A handwritten signature in black ink, appearing to read "Diana Gerov", is written over the printed name and address.

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