

# SUCCESS STRATEGIES

## How Colleagues Are Using AI to Improve Practice Efficiency and Growth

BROUGHT TO YOU BY



**Dr. Edward Park**

Shares No-shows/Old lead follow-ups

Owner, Face N Body,  
Board-certified Plastic Surgeon  
with the ASPS and ABPS



**Dr. Brian Harris**

Shares AI agent optimization

Owner, Harris Family Dentistry  
Leading Cosmetic Dentist with  
450K Instagram followers



**Dr. Ryan Beck**

Shares AI software administration  
workflows

Medical Director at Dryeye Rescue

As part of CareCredit's commitment to delivering value beyond financing, we continue to bring together leading clinicians across disciplines to share what's working for them in today's evolving landscape.

Technology and specifically artificial intelligence (AI) is quickly becoming one of the most talked about shifts in healthcare. Technology, such as the CareCredit integrations into practice management software, can help save the team time and give them instant information that can make their day a little easier. For example, the integration can identify which patients on the schedule already have or have been preapproved for a CareCredit credit card. As for AI, while adoption varies, AI can help reduce administrative burden, improve workflows, and give providers more time to focus on patients.

We asked independent practice owners across health and wellness specialties to share their success with AI.

**Q: How did you implement AI in your practice, and what does that look like day-to-day?**

**DR. PARK:**

“We use ModMed (formerly Modernizing Medicine), a provider of specialty-specific EHR and practice management solutions, to follow up with old leads and no-shows, but we didn't roll it out all at once. We started with a smaller, segmented group to test how patients responded and refine the process. ModMed is trained using our practice's own website content and guided by how our team naturally communicates with patients, so every interaction feels consistent and on-brand. It handles the initial outreach, answers common questions, and keeps conversations moving forward. When a situation requires a more personal touch, it seamlessly hands the conversation off to our team. In many cases, by the time we review the activity, ModMed has already moved the patient forward, either scheduling the appointment or sending a direct link.”

continued >

**DR. HARRIS:**

“When a patient reaches out to our practice, our Growth99 AI agent responds instantly in a conversational tone, asking follow-up questions and guiding the patient just like a real team member would, rather than sending a generic chatbot reply.

We built it using years of real patient inquiries and the exact responses our team would send, then trained it to reflect how we naturally communicate. From there, we continuously refine how it answers, what questions it asks, and when it hands the conversation off to a team member. That allows us to respond immediately and keep patients moving toward scheduling, without relying on manual follow-up.”

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**DR. BECK:**

“We use secure AI software for administrative workflows like prior authorizations. We input the patient assessment and treatment plan, and the system generates the appropriate responses and form letters based on that information. Instead of spending several minutes or even an hour working through those requests manually, we can complete them in seconds and move on to the next task.”

**Q: How did you start using AI in your practice?**

**DR. HARRIS:**

“We started simple so our team could see that AI enhances what they’re doing, not replaces them. Once they see the value, they’re much more open to using it in more meaningful ways.”

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**DR. BECK:**

“To start we focused on low-risk areas like documentation or administrative tasks. We still maintain full control, but we immediately gain efficiency without compromising patient care.”

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**DR. PARK:**

“We started small. We didn’t roll it out to everyone. We tested it on specific groups like old leads and no-shows. That allowed us to refine the process before expanding.

AI is not about replacing people, it’s about strengthening how practices operate. The most effective uses of AI help teams save time, improve consistency and focus more on patients.”

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