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# 2025 Dental Patient Engagement Report

Benchmarks for dental and oral surgery practices

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## Patient engagement in 2025

In today's healthcare landscape, one thing is clear: patient expectations are rising. Across dental and oral surgery practices, patients are no longer satisfied with one-way reminders or transactional messages. They expect more than basic communication — they want meaningful engagement. They want to feel seen, heard, and valued at every touchpoint.

At the same time, practices are being asked to do more with less. Staffing challenges persist, operational demands grow, and the pace of change shows no signs of slowing. Yet, dental teams continue to rise to the occasion by adapting, innovating, and finding new ways to connect with the people they serve.

The 2025 Benchmark Report draws from data across more than 3,300 dental and oral surgery practices to offer a clear view of where the industry stands today. By highlighting key performance metrics, emerging trends, and proven strategies, this report empowers practices to compare, calibrate, and chart a path forward.

Whether you're looking to strengthen patient retention, improve communication workflows, or simply understand what's working across the industry, this benchmark data is your foundation. Because when practices engage more effectively, everyone benefits — patients feel cared for, teams operate with clarity, and the entire practice moves forward with trust.

## Data sources and segmentation

The 2025 Benchmark Report draws from data across more than 3,300 dental and oral surgery practices from March 1, 2024 - February 28, 2025.

Here's a breakdown of the different segments of dental and oral surgery practices that we included in this the data set:

- Enterprise: This category encompasses DSOs, MSOs and practices with 10+ locations. Note: due to differences in how Enterprise operates, not every section included this segment.
- General: This category comprises general practitioners of dentistry.
- Oral and maxillofacial surgeons: This category includes OMS practices exclusively.
- Specialty: This category encompasses non-OMS specialty practices, such as endodontic, orthodontic, pediatric, periodontic,



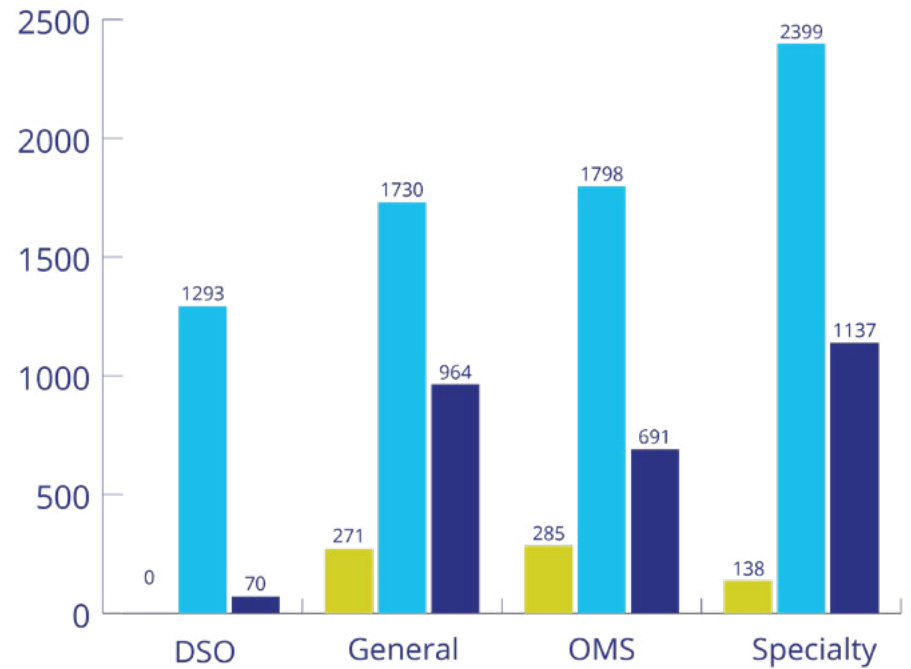
# How practices communicate with patients

Understanding how your patients prefer to communicate isn't just a detail, it's a strategic advantage. Whether it's automated voice messages, emails, or text messaging, knowing their preferred channels empowers you to meet patients where they are.

This insight allows you to design an engagement strategy that aligns with their expectations or chart a thoughtful path to guide patients toward more efficient, scalable communication methods. In either case, clarity around communication preferences is the foundation for stronger connections and more streamlined operations.

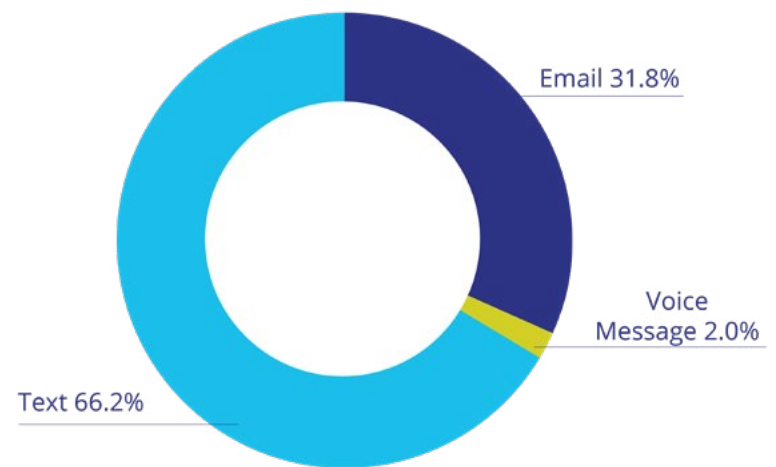
**Practices using Intiveo sent 18% more messages year over year.**

### Average Number of Messages a Practice Sends Monthly



Note: Sample size of 1,757 practices.

### Communication Methods in 2025



Note: Sample size of 1,757 practices.

## Key takeaway

Our data reveals a clear trend: the majority of dental and oral surgery practices are leaning into text messaging as their primary communication channel — and with good reason. Patients increasingly prefer the immediacy and convenience of texting. It's fast, familiar, and accessible; creating a direct line between providers and patients without the friction of hold times or crowded email inboxes.

This shift signals more than just convenience; it reflects a broader move toward greater accessibility and responsiveness. While text is popular, qualitative data from interviews tells us that many practices still find a huge benefit in connecting with patients over the phone, and they're looking for ways to integrate that communication method more seamlessly.



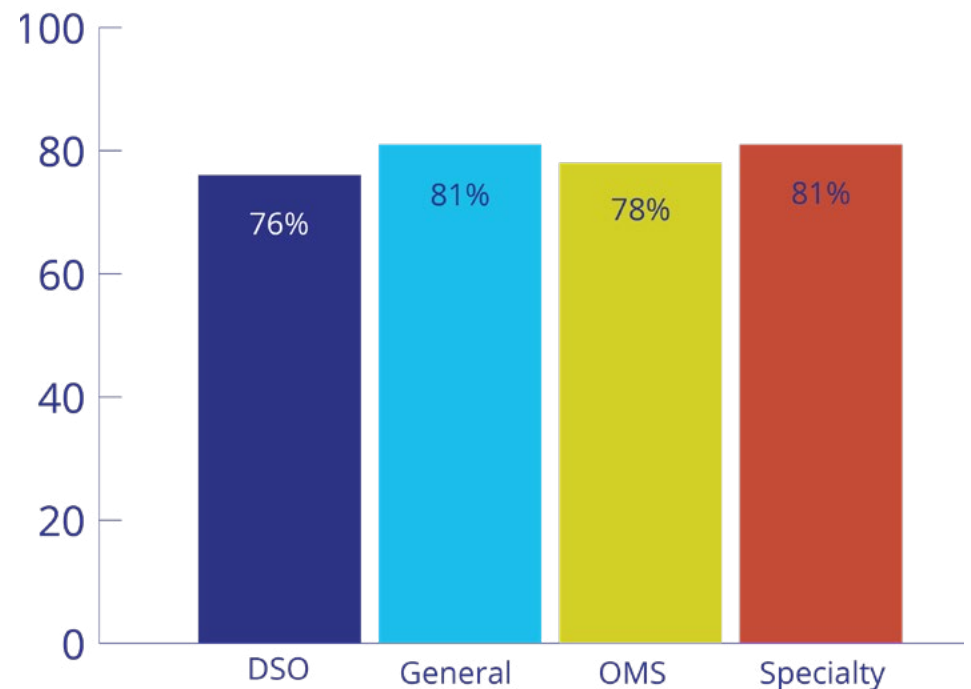
# The best way to confirm appointments

A strong appointment confirmation rate is more than a metric — it's a meaningful indicator of practice health. It reflects patient engagement, trust, and satisfaction. When patients take the time to confirm their appointments, it signals that they're not only committed to their care but also confident in the relationship they have with their provider.

Here is a high-level look at average confirmation rates across the industry.

**Tip: Boost your practice's confirmation rate by tailoring communication sequences by procedure type.**

Average Confirmation Rates

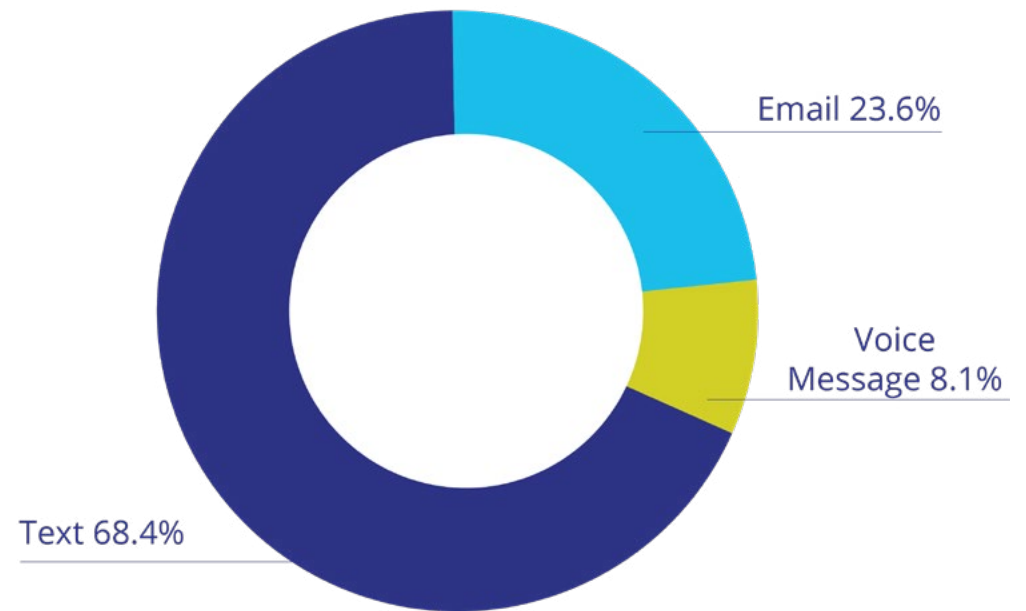


*Note: Sample size of 1,722 practices.*

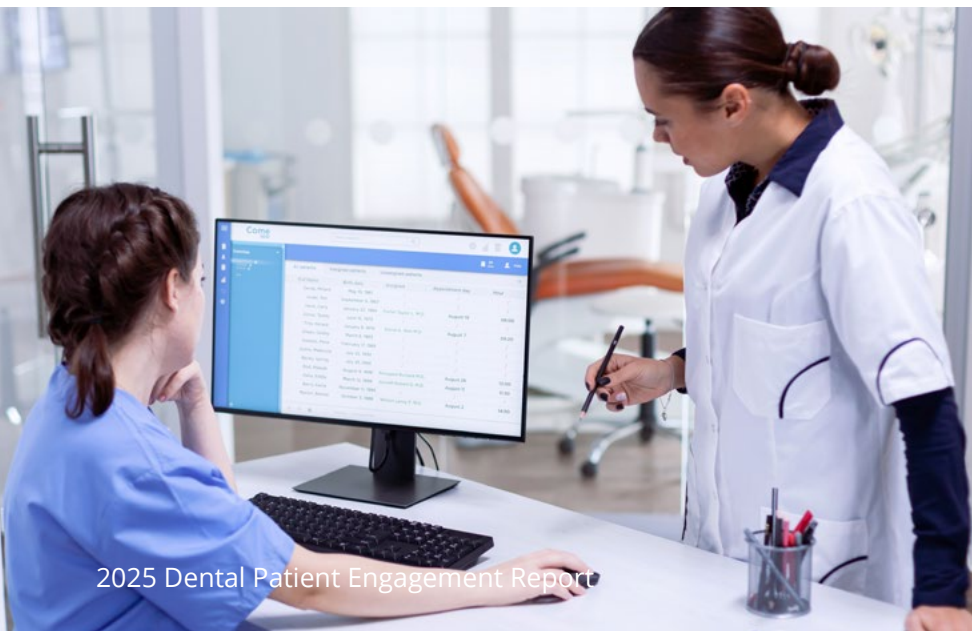
# Communication methods driving confirmations

Practices with high confirmation rates are likely striking the right balance in their outreach; delivering reminders that are clear and convenient. Our data shows that the majority of patients are confirming their appointments via text message. That's not too surprising, since text is the most popular form of communication overall.

Communication Method Driving Confirmations



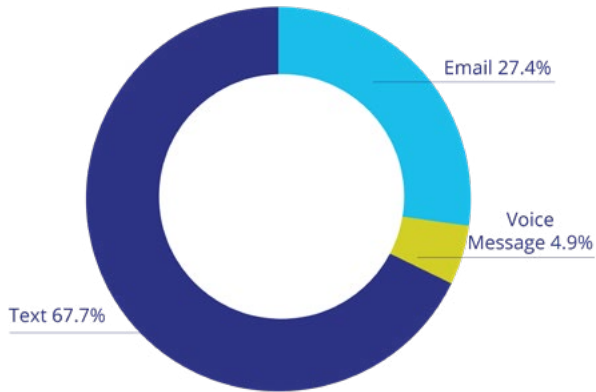
*Note: Sample size of 853 practices.*



In 2025, Intiveo clients sent  
**63,285,879**  
messages

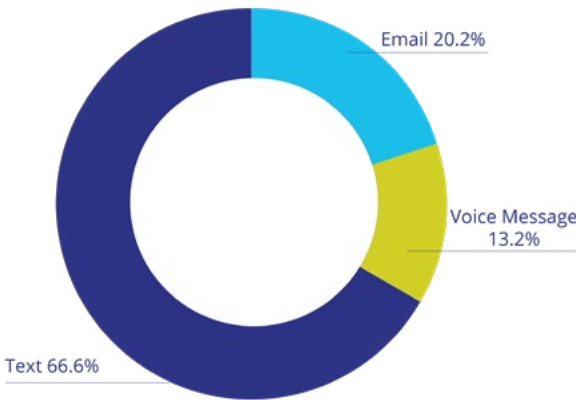
However, it's important to keep in mind that even if someone confirms an appointment via text, that doesn't mean other forms of communication like email or voice don't serve as useful, supporting touchpoints in the patient journey. Plus, we see a difference in these rates based on practice type.

### OMS Practices



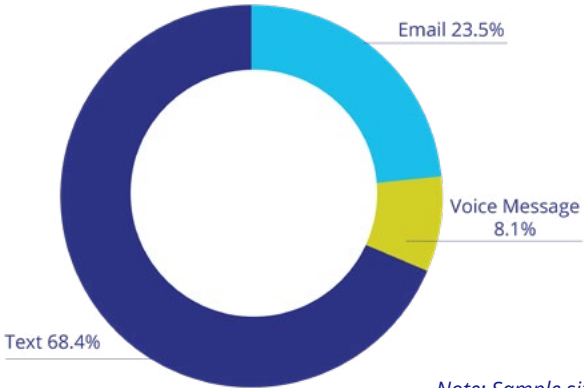
Note: Sample size of 235 practices.

### Specialty Practices



Note: Sample size of 51 practices.

### General Practices

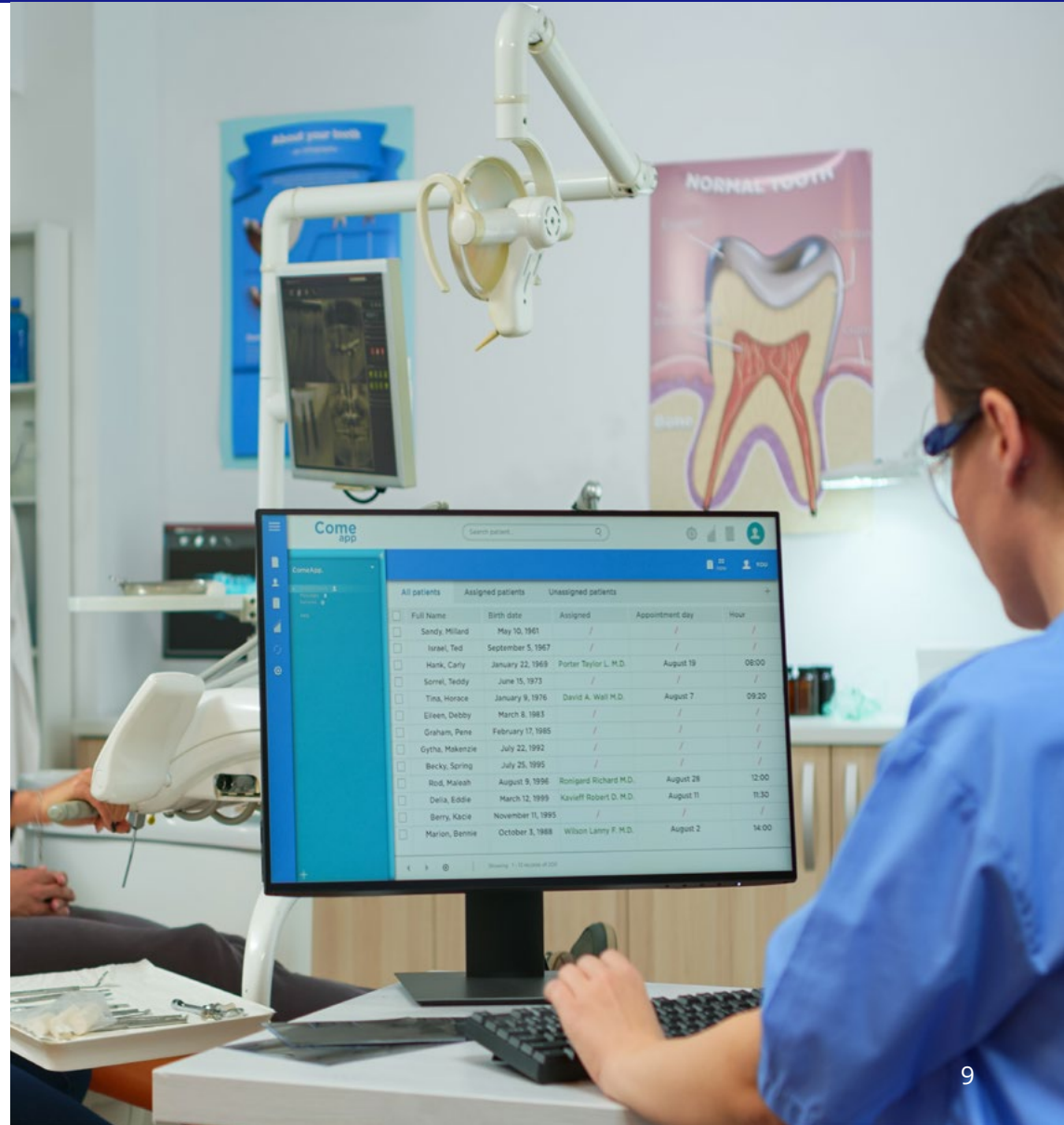


Note: Sample size of 527 practices.

# The best time to send confirmation communications

Understanding how your patients prefer to communicate isn't just a detail, it's a strategic advantage. Whether it's automated voice messages, emails, or text messaging, knowing their preferred channels empowers you to meet patients where they are.

This insight allows you to design an engagement strategy that aligns with their expectations or chart a thoughtful path to guide patients toward more efficient, scalable communication methods. In either case, clarity around communication preferences is the foundation for stronger connections and more streamlined operations.



# Time Patients Confirm Appointments

	Text	Voice Message	Email
8:00 AM	Best	Not ideal	Best
9:00 AM	Best	Not ideal	Best
10:00 AM	Best	Best	Best
11:00 AM	Best	Not ideal	Best
12:00 AM	Best	Best	Not ideal
1:00PM	Not ideal	Best	Best
2:00 PM	Best	Not ideal	Not ideal
3:00 PM	Not ideal	Not ideal	Not ideal
4:00 PM	Not ideal	Best	Not ideal
5:00 PM	Best	Not ideal	Not ideal
6:00 PM	Not ideal	Best	Not ideal
7:00 PM	Not ideal	Best	Not ideal
8:00 PM	Not ideal	Not ideal	Best

*Note: Sample size of 3,392 practices. Recommendations are based on confirmation rates.*



**Tip: Boost your confirmation rates by reaching out to patients at 9 a.m. via text, 10 a.m. via voice message and 8 p.m. via email.**

# Optimal time to confirm appointments

Text message | 9 a.m. on Friday  
Email | 8 p.m. on Wednesday  
Voice message | 10 a.m. on Tuesday

**Tip: Confirm more appointments by reaching out via text on Friday, via voice message on Tuesdays and via email on Wednesdays.**

# Days Patients Confirm Appointments

	Text	Voice Message	Email
Monday			
Tuesday			
Wednesday			
Thursday			
Friday			
Saturday			

*Note: Sample size of 3,392 practices. Recommendations are based on confirmation rates. No appointments were confirmed on Sundays.*



## Key takeaway

Sending the right message, via the right method, at the right time can have a huge impact on your confirmation rates, the patient experience and your bottom line. And, in most cases, a high confirmation rate aligns with a lower no-show rate, thanks to well-timed messaging and easy confirmation options.

*GRAFT Periodontics, a periodontal and implant surgery center, saw a 80% confirmation rate when using Intiveo to allow patients to confirm appointments via text, email and voice messages.*

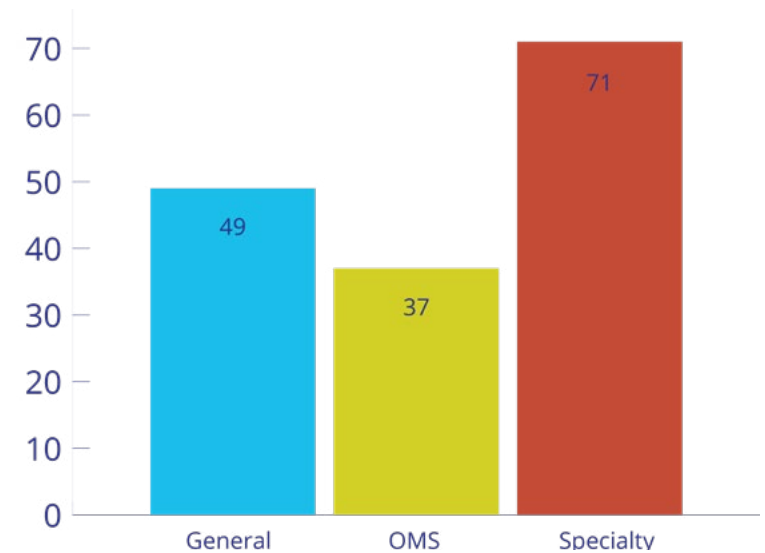


# Average recall successes per practice

Recall visits are a cornerstone of preventive dental care — and the success of those visits reveals a great deal about patient engagement. High recall rates signal that patients are not only committed to their oral health, but also feel informed, valued, and supported by their care team.

They reflect more than routine scheduling; they point to effective patient education, strong provider-patient relationships, and consistent communication that reinforces the importance of ongoing care. When patients return for recall appointments, it's a clear indicator of trust, satisfaction, and a shared commitment to long-term health. Simply put, strong recall performance means patients aren't just showing up — they're bought in.

Number of Recall Successes a Practice has Monthly



*Note: Sample size of 609 practices with 10+ recalls completed.*

In the chart above, a “recall” looks different across different practice types, but is always about how many times a practice books a patient for a follow-up and they show up.

While general practices often have recalls on an annual or semi-annual basis for hygiene, these follow-ups in the context of specialty practices are connected to seeing patients multiple times during a treatment plan. Follow-ups for OMS practices are more closely linked to surgeries that may have fewer check-ups. The high recall rates for speciality practices in particular, reflect the structured nature of specialty care and the ongoing need for close patient monitoring and post-procedure support.



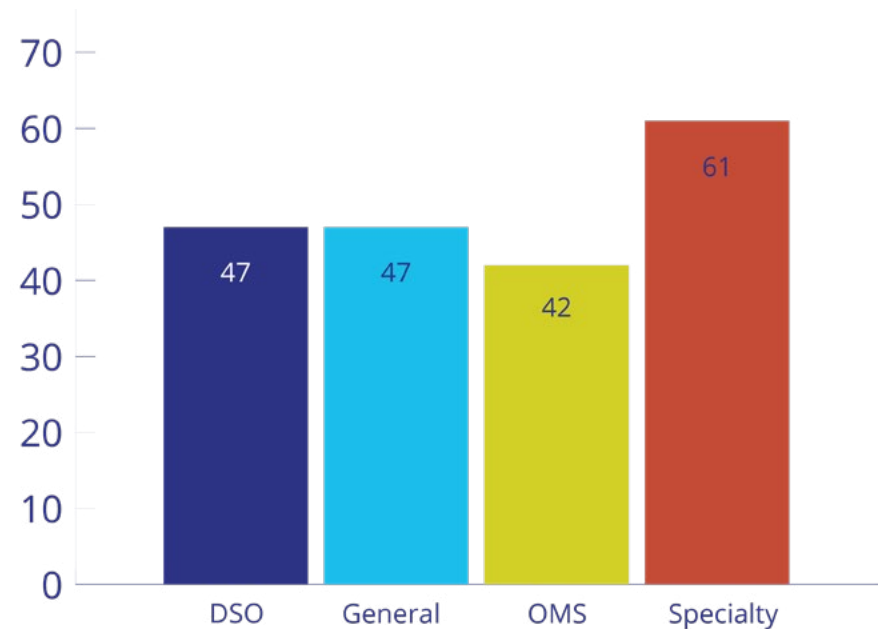
# Average social reviews per practice

Patients are not only your most powerful advocates; they're also one of your most valuable sources of insight. Most patients who take the time to leave a review do so because they've had a positive experience, making a high volume of social reviews a clear signal of satisfaction and loyalty.

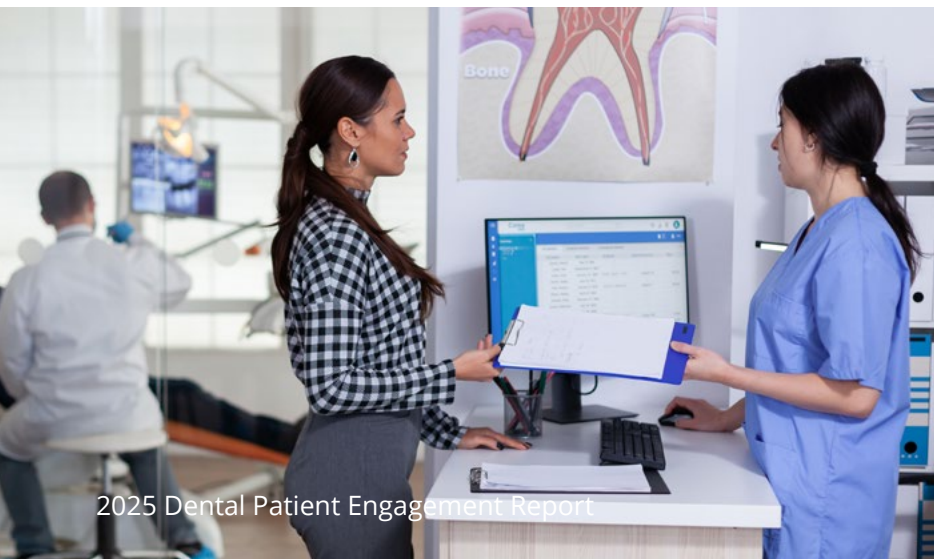
Social reviews reflect the strength of your patient relationships and directly influences how your practice is perceived by prospective patients. In fact, research shows<sup>1</sup> that businesses with an average review rating between 4.2 and 4.5 stars earn the highest levels of trust. For dental and oral surgery practices, strong social proof isn't just about reputation — it's a driver of growth, credibility, and long-term success.

Our data shows that OMS practices continue to garner the most social reviews. This is likely because positive reviews play a key role in how general practitioners choose where to refer their patients, making reputation a direct contributor to referral volume and potential revenue growth.

Average Number of New Social Reviews a Practice Receives Per Year



*Note: Sample size of 1,008 practices with 10+ reviews.*



**HealthPlex Dental Centre, a full-service general dental practice, saw a 25% increase in patient reviews after just one month of implementing Intiveo's Social Reviews add on!**

# How practices are using digital forms

Digital forms streamline workflows by reducing manual tasks and freeing up valuable time for administrative, clinical teams and patients. Patients don't have to sit in waiting rooms filling out paper forms, and office staff don't have to worry about delayed appointments or manually inputting patient information. Plus, they give practitioners quick, secure access to the information they need to deliver high-quality care.

By replacing paper-based processes, digital forms not only improve efficiency, but also strengthen data security, keeping

sensitive patient information organized, protected, and easily accessible when it matters most.

It's no surprise that OMS practices lead in form usage each month — they regularly treat new patients and handle procedures that require detailed intake and consent documentation. When considering DSOs, while they have a mix of practice types, they also have the same operational practices across many locations which means if one location is using forms, they all are.

General and specialty practices fall closer in numbers. This may be because general practices are beginning to offer more speciality procedures over time. Overall, these numbers highlight how broadly digital forms are being adopted to enhance efficiency and improve the patient experience across all types of practices.

## Best day to get forms completed

Day	Completed
Monday	
Tuesday	
Wednesday	
Thursday	
Friday	
Saturday	
Sunday	

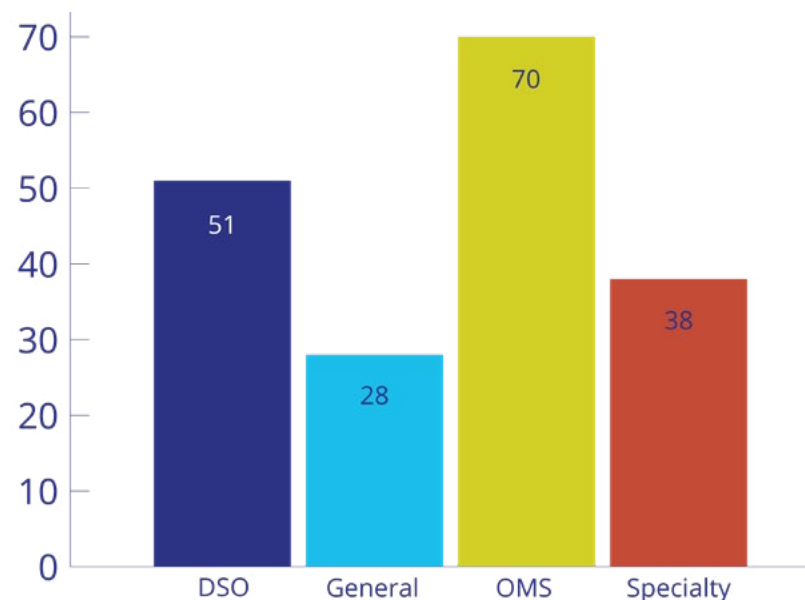
*Note: Sample size of 1,127 forms. Recommendations were based on the day that forms were completed.*



Best

Not ideal

## Average Number of Forms Completed Per Practice Monthly



*Note: Sample size of 361 practices with 10+ forms completed.*

# Better engagement, better bottom line

Staffing shortages in the dental industry have been an ongoing challenge for several years and are projected to persist. A key factor contributing to this trend is the heightened stress within the healthcare sector, much of which can be traced back to the aftermath of the Covid-19 pandemic. Many dental professionals and support staff faced burnout and overwhelming pressure, prompting many to leave the field. In 2024, 60% of dentists identified staffing recruitment as their primary challenge<sup>2</sup>, and this concern is expected to continue through 2025.

Furthermore, the surge in pay across the industry in 2024, including for front office associates, has driven up the cost of talent. In this environment, practice owners face a critical decision when considering opportunity cost: Should staff continue spending valuable time on administrative tasks like manual patient follow-ups, paperwork, and tracking down referrals?

Or, should they invest in patient engagement software to streamline operations and empower staff to focus on more meaningful work? By doing so, practices can not only improve efficiency but also enable their teams to stay informed on industry trends, train new hires, and build deeper, more impactful relationships with patients, ultimately fostering a greater sense of purpose and fulfillment in their roles.

Let's take a quick look at salary costs associated with a practice that employs one office manager and two front office associates. Based on the combined average hourly salaries using data from the 2025 Dental Salary Survey Report<sup>3</sup> the cost in the U.S. would be \$87 per hour.

Across a number of dental and oral surgery practices that use Intiveo, the daily average time savings for front office staff that use the platform was 2-3 hours.

Looking at potential cost savings over the course of a year, the numbers are striking. For American general practices, with about 251 working days each year, that translates to annual opportunity cost of \$65,511, or 753 hours that can be repurposed to higher-value tasks to increase practice production.

	<b>Daily Time Savings</b>	<b>Yearly Time Savings</b>	<b>Daily Value of Time Saved</b>	<b>Yearly Value of Time Saved</b>
<b>General Practice</b>	<b>3 hrs</b>	<b>753 hrs</b>	<b>\$261</b>	<b>\$65,111</b>
<b>OMS Practice</b>	<b>2.5 hrs</b>	<b>627.5 hrs</b>	<b>\$217.50</b>	<b>\$54,593</b>
<b>Specialty Practice</b>	<b>2 hrs</b>	<b>502 hrs</b>	<b>\$174</b>	<b>\$43,674</b>

*Note: Times savings calculated based on daily value of time saved, multiplied by 251 working days per year.*

Plus, this is just a look at the time and opportunity cost for front office staff. Only when you consider the additional savings from patient engagement software, like reduced no shows, increased patient retention and booking more successful recalls, can you get the full picture of the impact.



## Citations

1. Widewail. (2024, June 28). What is the ideal average Google Review star rating?. Get More Reviews & Manage Responses - Online Reputation Management. <https://www.widewail.com/blog/what-is-the-ideal-google-review-rating>
2. Leaver, E. S. (2024, January 17). Staffing shortages, recruitment, and retention lead dentists' concerns for 2024. Dentistry IQ. <https://www.dentistryiq.com/dentistry/article/14303729/staffing-shortages-recruitment-and-retention-lead-dentists-concerns-for-2024>
3. Annual salary survey 2025. DentalPost. (n.d.). <https://www.dentalpost.net/salary-survey/>

## Meet the moment in 2025

With these benchmarks and insights in hand, you're now equipped to build a patient engagement strategy tailored to the unique needs of your dental or oral surgery practice.

A strong, intentional plan considers the full range of tools at your disposal, including patient engagement platforms. When used effectively, these resources do more than streamline operations — they elevate the patient experience, strengthen trust, and drive better outcomes. The result is a more connected, responsive practice that patients return to and recommend.

