

# How a Busy Multi-Doctor Hospital Expanded Access, Captured More Demand, and Streamlined Client Scheduling with Ava

*A busy Southern California multi-doctor hospital generated more than \$1.4M in appointment revenue and over \$1.1M in prescription refill revenue by making it easier for clients to say yes to care.*

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| <b>\$1,418,159</b><br>Appointment revenue with Ava | <b>\$1,103,600</b><br>Rx refill revenue with Ava | <b>9,007</b><br>Total appointments scheduled |
|--|--|--|

## Executive Summary

A busy Southern California multi-doctor practice deployed Ava Voice and Ava Scheduler to make it easier for clients to say yes to care. The practice already had strong client demand and a broad service offering. What it needed was a better way to capture appointment intent, support refill workflows, and create a smoother experience for both new and returning clients.

Ava helped by extending the practice's availability beyond traditional staff capacity and guiding clients to the next step quickly and consistently. The results were substantial. The practice generated \$1,418,159 in appointment revenue and \$1,103,600 in prescription refill revenue attributable to Ava, scheduled 9,007 appointments, and processed 5,518 refills, all while reducing front-desk strain and capturing demand that previously slipped away when the phones were busy, after hours, or at lunch.

This case study documents the operating problem the practice faced, how Ava Voice and Ava Scheduler were deployed, the workflow design that drove the outcome, the performance the practice now sees on its dashboard, and the broader lesson for high-demand operators evaluating an AI client access layer.

## Three Key Takeaways

- Availability is revenue. The practice was not short on demand. It was short on capacity to answer that demand at the moment clients reached out. Ava Voice extended coverage beyond staffed hours and converted intent that was previously lost.
- Guided scheduling beats a booking widget. Ava Scheduler interprets the actual reason for the visit, applies the practice's rules and availability, and books directly into the practice management system, rather than forcing clients to self-diagnose the appointment type.

- Consistency compounds. With a 93% client identification rate and a steady flow of returning users, every interaction handled the same disciplined way, every refill captured cleanly, and every overdue reminder surfaced at booking adds up to a materially larger revenue base.

## 1. Practice Profile

Buyer: a busy multi-doctor general practice in Southern California with a broad small-animal service offering and an attached pet resort. The hospital served an established and active client base and was already operating near the limits of its front-desk capacity during peak hours.

Pre-Ava state: client demand routinely exceeded the front desk's ability to answer it in real time. Calls went unanswered during busy periods. Voicemails accumulated. Prescription refill requests interrupted the same staff trying to check in clients and support doctors. After-hours and lunchtime demand, which is when many pet owners actually try to schedule, had no consistent path to a booked appointment.

The core issue was not the people and not the demand. It was the model. A single front-desk team was being asked to answer phones, manage refills, check clients in, and book appointments simultaneously, and client access was the first thing to break under load.

## 2. The Problem: Demand the Front Desk Could Not Capture

Veterinary practices with strong demand face a counterintuitive risk. The busier the front desk, the more booking opportunities leak away. Every unanswered call during a rush is a client who may not call back. Every refill request that pulls a technician off the floor is time not spent converting an inbound appointment. Every after-hours caller who hits voicemail is demand the practice paid to generate and then lost at the final step.

This practice had a broad service offering and a healthy client base, which made the problem larger rather than smaller. More services and more clients meant more inbound complexity, more refill volume, and more scheduling decisions than a fixed front-desk team could absorb during peak periods. The practice needed to capture appointment intent the moment it appeared, support refills without disrupting clinical staff, and create a smoother experience for both new and returning clients.

## 3. The Ava Intervention

VetPawer deployed Ava as an intelligent client access layer in front of the practice's existing systems. Ava does not replace the practice management system. It sits in front of it, converting client demand into structured workflows that flow into the practice's calendar accurately and in real time. Two products carried the work.

### Ava Scheduler

Ava Scheduler sits behind the Book Appointment action on the practice's website. It is not a booking widget. It is built to think like a trained veterinary receptionist. It guides the client

through the conversation, captures contact and pet information at the start so no opportunity is lost mid-flow, interprets the actual reason for the visit, applies the practice's rules and availability, and books directly into the practice management system.

The strategic advantage is what happens before the appointment is booked. Ava Scheduler reads overdue reminders and upgrades the visit when clinically appropriate. A nail trim becomes a wellness visit with overdue vaccines. A routine request becomes a complete preventive care appointment. The practice captures revenue that would otherwise have been left on the table, and the patient receives care it was already due.

## **Ava Voice**

Ava Voice handles inbound phone calls. When the front desk is overwhelmed, after hours, or during a call-volume spike, Ava Voice answers. It captures appointment requests, handles prescription refill intake, responds to routine questions, and routes complex issues to the appropriate team. It does not independently approve or deny clinical decisions. It gathers, classifies, and routes, so the practice's staff spend their time on the work that requires a human.

## **How the Two Work Together**

Together, Ava Scheduler and Ava Voice gave the practice a single, consistent client access layer that ran during business hours, after hours, on weekends, and through lunch. Whether a client arrived by phone or by website, the experience was the same: a guided path to a correctly booked appointment, with refills captured cleanly and overdue care surfaced at the right moment.

## **4. Workflow Design**

1. Capture first. Ava captures contact and pet information at the start of every interaction, so an opportunity is never lost partway through the conversation if the client drops off.
2. Interpret the visit. Rather than asking the client to self-diagnose the appointment type, Ava interprets the actual reason for the visit and maps it to the correct appointment type and duration.
3. Apply practice rules. Ava enforces the practice's own scheduling logic and availability, preventing misbooked appointments that create downstream disruption.
4. Upgrade when appropriate. Ava reads overdue reminders and upgrades routine requests into complete preventive care visits where clinically warranted.
5. Book directly. The appointment writes directly into the practice management system in real time, with no manual re-keying by staff.
6. Cover the gaps. Ava runs after hours, on weekends, and during lunch, capturing the demand that staffed hours could not.

## **5. The Results**

The headline outcome was \$1,418,159 in appointment revenue and \$1,103,600 in prescription refill revenue generated with Ava. That revenue came from reinforcing sources: demand captured outside staffed capacity, higher booking conversion on inbound interactions, refill volume handled without disrupting clinical staff, and visit upgrades surfaced at the point of scheduling.

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|---|---|--|
| <b>\$1,418,159</b><br>Appointment revenue | <b>\$1,103,600</b><br>Rx refill revenue | <b>9,007</b><br>Appointments scheduled |
|---|---|--|

|                                   |                                  |                                   |
|-----------------------------------|----------------------------------|-----------------------------------|
| <b>5,518</b><br>Refills processed | <b>93%</b><br>Clients identified | <b>89%</b><br>Returning Ava users |
|-----------------------------------|----------------------------------|-----------------------------------|

**Volume the Front Desk No Longer Has to Carry Alone**

Ava's dashboard shows a steady, high-volume flow of appointments and refills moving through the system that the front desk no longer has to handle manually. Recent activity illustrates the pace:

| Activity                | Last 7 days | Last 30 days | All-time total  |
|-------------------------|-------------|--------------|-----------------|
| <b>New appointments</b> | 141         | 550          | 9,007 scheduled |
| <b>New refills</b>      | 47          | 310          | 5,518 processed |

**Client Recognition and Conversion**

Over a recent reporting period, Ava handled 413 conversations. It identified the client in 93% of interactions and recognized 89% as returning Ava users, which means the overwhelming majority of conversations were matched cleanly to an existing record and routed to the right next step. Just 7% surfaced as new client opportunities Ava had not previously identified, each one a prospective new relationship the practice can now capture rather than miss.

| Conversation metric                           | Result            |
|---|-------------------|
| <b>Total conversations (reporting period)</b> | 413               |
| <b>Clients identified</b>                     | 93% (117 clients) |
| <b>Returning Ava users</b>                    | 89% (112 clients) |
| <b>New client opportunities</b>               | 7% (9 clients)    |

**Where the Revenue Came From**

| Revenue driver                   | What Ava changed   |
|----------------------------------|--|
| <b>Captured off-hours demand</b> | After-hours, weekend, and lunchtime requests that previously hit voicemail were converted into booked appointments by Ava Voice. |
| <b>Higher inbound conversion</b> | Calls the front desk could not reach in real time during peak periods became completed bookings.                                 |
| <b>Visit upgrades</b>            | Ava Scheduler upgraded routine requests to complete preventive care visits when overdue reminders applied.                       |
| <b>Refill revenue capture</b>    | 5,518 refills, worth \$1,103,600, were handled cleanly without pulling clinical staff off the floor.                             |

## 6. Why It Worked

Ava helped the practice extend its availability beyond traditional staff capacity, supported refill and scheduling workflows with consistent handling, and created a smoother experience for both new and returning clients. The practice already had demand and a broad service offering. Ava removed the operational chokepoints that quietly cost the hospital bookings every day.

The model matters. A guided scheduling system that interprets intent, applies practice rules, and books directly into the system of record converts at a higher rate than a self-service widget, because it does the cognitive work the client cannot. A voice system that answers every call, regardless of hour or volume, captures demand that a fixed staff cannot. The combination produced a materially larger booked-revenue base across a full operating year.

## 7. The Broader Lesson

This case shows what happens when a high-demand practice removes the access bottleneck. The practice already had demand and a broad service offering. Ava removed the operational chokepoints that quietly cost the hospital bookings every day, and the dashboard now shows the result in dollars: more than \$1.4M in appointment revenue and over \$1.1M in refill revenue moving through the system, with 93% of clients identified and the overwhelming majority recognized as returning users.

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The strategic point for any operator evaluating Ava is straightforward. Capturing every existing client interaction now matters more than acquiring a new one. The practices that solve the access equation will lead the next decade of veterinary medicine. This hospital is an early, measurable example of what that leadership looks like on a P&L.

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