

## SUNBIT

# A Smarter Way to Book More Treatment

*A favorite patient financing solution for DPS readers, Sunbit technology's flexible payment plans and high approval rate boost case acceptance*

Offering patients flexible, transparent payment plans through Sunbit technology has had a huge impact on case acceptance and productivity at PhD Dental Group, which has 7 practices in the Greater Los Angeles area. In fact, regional manager Carmen Rubio describes the fast approval rates as "unmatched." More patients are empowered to say "yes" to treatment, including many low-income patients served by the practice.

### A Productivity Booster

Sunbit technology, with an 87% approval rate, a fast and friendly e-application, and no fees or penalties, sets a high bar in patient financing. There's also plenty of support for practices, including dedicated partner success managers, digital marketing resources, ongoing training opportunities, and a beloved rewards program.

"They move fast, listen to our needs, and are always looking for ways to help us improve," Rubio said. "Their team works side-by-side with us, and helps uncover opportunities we wouldn't have found otherwise."

The digital application process is quick and easy for patients. They can intuitively check their options in just seconds, whether from home using our office's unique application link, or in-office using the tablet, Rubio said.

This has changed how PhD Dental supports their patients, especially for those who aren't tech-savvy. In the Sunbit Business Dashboard, team members can see exactly where patients are in the process, making it easy to follow up and help those who haven't yet completed the application.

"That flexibility," Rubio said, "has opened the door to getting more unscheduled treatment booked and supporting patients who might otherwise delay care, which helps both the patient and our practice."

### Enhanced Team Engagement

Rubio said the Sunbeast App has been a game-changer for the team. It allows them to run internal competitions, which ramps up excitement.

"I'm a huge advocate," Rubio said. "I use the app not just to track performance, but to shout out top performers in our group chats, which builds a sense of camaraderie. It's turned Sunbit into more than just a financing tool—it's a motivational tool that helps us hit our office goals."

That motivation is backed by data. The Sunbit Dashboard gives the team clear, customizable reporting on performance and incremental production, making it easy to monitor progress, spot trends, and make informed decisions to stay on target.

### Where 5X Growth Becomes Reality

Sunbit tools are easy to use, Rubio said, and the support is "best in class," with 1-on-1 coaching designed to keep her team moving in the right direction.

"Sunbit's success with our group comes down to their ability to truly understand our practice and deliver real solutions," she added. "It's the combination of high approvals, speed, transparency, and true partnership that sets them apart—and it's led to 5 times more production than what we saw with previous solutions."

### FOR MORE INFORMATION:

[www.sunbit.com/dental](http://www.sunbit.com/dental)

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