

Optimal Health

A chiropractic practice where the AI answers the phone, answers the website, and books appointments while the office is closed. Eighteen months in.

INDUSTRY Chiropractic & wellness clinic	RUNNING AI Voice + AI Website Chat	LIVE SINCE February 2025	BEST STRETCH 5 months at 100% positive
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364 CALLS ANSWERED	855 ACTIONS TAKEN	293 WEBSITE CHATS	48 APPOINTMENTS BOOKED BY AI
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Why a clinic is different

A missed call at a landscaping company is a lost quote. A missed call at a clinic is a patient who books somewhere else, and a schedule gap that never gets filled. Front desk staff are with patients, on another line, or gone at five.

Patients don't stop needing appointments at five o'clock. We have the data on that, below, and it's the single most useful thing in this document.

What we installed

Two agents. A voice agent on the practice line that answers questions, takes messages, and books appointments straight into the calendar. A chat agent on the website that does the same thing for people who would rather type than call. Both know the practice's services, hours, and offers.

Twelve months of phone calls

MONTH	CALLS	ACTIONS	POSITIVE
Aug 2025	28	46	43%
Sep 2025	23	46	50%
Oct 2025	25	52	80%
Nov 2025	18	18	57%
Dec 2025	27	83	94%
Jan 2026	32	58	70%

MONTH	CALLS	ACTIONS	POSITIVE
Feb 2026	29	57	88%
Mar 2026	30	55	100%
Apr 2026	29	91	100%
May 2026	57	128	100%
Jun 2026	30	102	100%
Jul 2026	36	119	100%
Total	364	855	85% avg

Source: GoHighLevel AI voice call reports, August 2025 through July 2026.

Patients book when the office is shut

We pulled every appointment created at this practice over the same twelve months and looked at the clock, not the calendar. This is what the demand actually looks like.



Read that again. Nearly half of this practice's appointments were booked at a time when nobody was at the front desk. There were bookings at every hour of the night, including thirty-seven at midnight and twenty-seven at one in the morning. That demand was always there. The only question is whether anything is awake to catch it.

Of the appointments the AI booked directly, 44% came in outside business hours: a Saturday at 6:22pm, a Sunday at 8:10pm, a Monday at 8:28pm. Those are appointments that had no other way in.

The system got better and then stayed there

FIRST SIX MONTHS		→	LAST SIX MONTHS	
Calls	153		Calls	211
Actions	303		Actions	552
Actions per call	1.98		Actions per call	2.62
Positive sentiment	66%		Positive sentiment	98%

The last five months of the period ran at 100% positive caller sentiment, every month. This is the highest actions-per-call figure of any deployment we run, which makes sense: clinic calls have a clear job to do, and the AI completes it.

The part most agencies leave out

June 2025 scored 13% positive. Callers were confused, the agent was over-explaining, and it took months of tuning to fix. We're showing you that number on purpose, because a case study that only contains good months is an advertisement. The last five months of this window all ran at 100% positive, and that tuning is already built into the system we install today.

We also can't show you transcripts from this practice. The account is flagged HIPAA-compliant inside the platform, which locks message content behind a wall we can't open and wouldn't want to. Everything in this document is counts and timestamps. No patient information leaves the practice, and that's exactly how it should be.

What it means for a practice like yours

Work out the lifetime value of one new patient. Then look at 48 appointments the AI booked on its own, and the 21 of those that arrived when the office was closed. For most practices, the answer to "is this worth it" shows up inside the first month.

Why year one was harder for them than it will be for you

All three voice deployments started this window in the mid sixties for positive caller sentiment and finished in the mid to high nineties. Three industries, three completely different customer bases. They went live seven months apart, and they didn't improve on their own install dates. They improved on the calendar, together.

That timing is the whole story. What changed wasn't our software, it was the people picking up the phone. A year ago a caller heard an AI answer and hung up. They don't do that now.

The awkward part is over, and these four businesses paid for it. A business starting today doesn't begin at 64% and climb for a year. It starts with customers who already know what to do, on a system we've spent nineteen months tuning.

Want this running in your business?

We build the whole thing for you. You don't learn any software and you don't manage anything. We're running an introductory rate right now while we bring on our first group of clients. Book a call and we'll show you what it'd look like for your business specifically.

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