

# Telephone On Hold Case Study

## Sunshine Dentists, Burke, VA

TelephoneOnHold.com  
1-866-359-4653

### About Telephone On Hold

Telephone On Hold, operated by Professional Audio Studios, is a leading national provider of custom Telephone On Hold service. Telephone On Hold provides script writing, voice and background music and finished music on hold audio production. Telephone On Hold is known for dedication to detail, affordable prices, and high-quality work.

### The Importance of Dental Music On Hold by Telephone On Hold

Customized on-hold marketing by TelephoneOnHold.com is valuable for businesses of all types and sizes. This is especially the case for Dental practices across the country. Dentists rely on phone calls more than most businesses – for appointments, follow-ups, and patient questions. The typical dental practice places 70% of callers on-hold. And, when on-hold, patients are likely to spend over 40 seconds waiting. A minute of silence feels like an eternity, while simply playing music isn't productive for the practice or the patient. That's exactly why dentists across the country have hired TelephoneOnHold.com to "fill the on-hold cavity!"

### About Sunshine Dentists

Dr. Kristen Donohue and the entire Sunshine Dentists team believe that beautiful smiles begin with great dental health. They want their patients to have superbly clean teeth and learn good, healthy habits for caring for their teeth and gums. Sunshine Dentistry provides the highest quality of comprehensive dental care in a family-oriented, non-threatening environment. Their goal is to make your dental experience as comfortable and pain-free as possible.



### The Telephone On Hold Solution for Sunshine Dentists

Sunshine Dentists prides themselves on superior customer service and realize that part of that experience is engaging callers while on hold. Sunshine Dentists desired an on hold experience that educates their callers about their services and their practice while offering tips for home dental health care. It was important for Sunshine Dentists to convey a professional, stress-free environment to their clients. With the help of the marketing experts at Telephone On Hold, that's precisely what happened.

### Telephone On Hold Testimonial by Sunshine Dentists

"Since implementing an on-hold marketing program, my office staff has noticed that patients are less anxious," says Dr. Kristen Donohue of Sunshine Dentists in Burke, VA. "We're able to professionally communicate valuable information about our practice to our patients. As well, the price is half of what the ADA recommended on-hold company quoted us."

[TelephoneOnHold.com](http://TelephoneOnHold.com) - as seen in *Dentistry Today*, *Dental Town* and countless national dental conventions.



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