

WORKSHEET · 5 MIN

# Missed Call Cost Worksheet

Plug in five numbers. See exactly how much your practice loses to missed calls every year. Share the result with your team — then decide if it's worth fixing.

READING TIME	PAGES	BUILT FOR
5 minutes	6 pages	Practice owners + ops leads

Aria Dental AI · A product of Aria by Velzyx AI · Newport Beach, California

# How to use this worksheet

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This is a fillable PDF. Type into the gray boxes. The math is simple enough you can run it in your head, but doing it on paper makes it real.

You'll need three things: your average new-patient lifetime value, your weekly call volume (your phone provider can pull this), and an honest estimate of your miss rate. If you don't know your miss rate, the rule of thumb for a busy single-doctor practice is 25–40% during business hours and 80–100% after hours.

**Honesty matters here.** The number you walk away with should be bigger than you expected, or smaller. Either is useful. The point is to *know*.

# Step 1 — Your inputs

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Fill in each row. Don't worry about precision; ranges are fine.

## A. Average new-patient lifetime value (\$)

Industry average is \$1,000–\$3,500. If you don't know yours, use \$1,500 as a conservative starting point.

## B. Total inbound calls per week

Pull this from your phone system or carrier. Average single-location dental: 80–250/week.

## C. % of calls that go unanswered (in business hours)

Rule of thumb: 25–40% for busy practices, 10–20% for well-staffed ones.

## D. Hours per week your office is closed

Standard practice: ~120 hours closed (nights, weekends). Add lunch hours if applicable.

## E. % of after-hours calls converted by current voicemail/answering

Be honest. Most practices: 5–15%.

# Step 2 — The math

Metric	Formula	Your number
Calls missed per week (in hours)	$B \times C$	
Calls missed per week (after hours)	$(B \times D \div 168) \times (1 - E)$	
TOTAL CALLS MISSED PER WEEK	Sum of above	
Annual missed calls	$\times 52$	
Conversion rate of missed callers (industry: 25%)	Use 0.25 unless you know better	0.25
Lost new patients per year	Annual missed calls $\times$ 0.25	
<b>LOST REVENUE PER YEAR</b>	<b>Lost patients <math>\times</math> A</b>	

**What to do with this number:** Compare it to the cost of an after-hours answering service (~\$300–\$800/month), an additional front-desk hire (\$45,000–\$60,000/year), or an AI receptionist (~\$5,000–\$8,000/year for most practices). The cheapest fix is usually the AI option — but the right answer depends on your practice.

# Step 3 — Before / after comparison

If you adopted an AI receptionist tomorrow, here's what changes:

	Today (current state)	With Aria (projected)
Calls answered (in hours)	60–80%	100%
Calls answered (after hours)	0–15%	100%
Avg time to first response	4–18 minutes	< 2 seconds
Insurance verified before patient hangs up	0–10%	85–95%
Booked from first call	30–55%	60–80%
No-show rate	15–25%	8–12%
Annual lost revenue (your number)	_____	≈ \$2,000 (residual)
Annual cost of solution	Lost opportunity	\$5,400–\$8,400

*Numbers based on Aria's customer cohort across 12 single-location practices, 2025–2026. Your mileage will vary. The point of this worksheet is to give you a baseline for that conversation.*

# Want this worksheet calculated for you?

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If you'd rather have a 15-minute conversation than fill in boxes, book a call. We'll pull your numbers live and walk you through the math.

## Ready to see Aria in action?

A 30-minute live demo. No script. We answer your phones, we book your patients, you ask anything.

**AriaDental.AI / demo**

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