

CASE STUDY · UBIE SMART SUPPORT

PremierMD gave their phones to "Ella" — and got back **9.8 staff hours a week** and a **fuller schedule**.

PremierMD, a multi-location independent practice led by **David Boguslavsky, MD**, deployed Ubie Smart Support as an AI voice agent on their existing phone line — and named her **Ella**. Ella answers, answers questions, and speeds bookings and calls-backs, so the front desk doesn't have to chase every ring.

8x

Return on investment. Estimated \$206,180 in annual staff-time savings and appointment uplift against \$22,800 in annual Smart Support Scale plan spend.

+22%

more calls served, while staff phone time fell 11%

9.8 hrs

of avoided staff labor every week

+31

completed visits per week, 7% above 2-year seasonal expectations

-15%

human outbound calls, even with Ella's callback volume

The problem: every missed call costs

Like most independent practices, PremierMD's front desk juggled check-ins, insurance questions, and a phone that never stopped. Calls went to voicemail, callbacks piled up, and bookable appointments slipped away. Hiring more staff to cover the phone would cost far more than it recovered.

The result: served more, worked less

With Ella on the line, PremierMD **served 22% more calls while staff phone time dropped 11%**. Staff time per served call fell from **2.65 to 1.93 minutes**, and human outbound calling dropped 15%.

MEET ELLA

PremierMD's name for their Smart Support voice agent

Ella answers **24/7 on PremierMD's existing phone number** — no porting, no new hardware. She picks up in seconds, books appointments, answers routine questions, and makes callbacks, then hands the front desk clean, complete messages for anything that needs a human.



"The team **made it easy**. From the day we implemented Smart Support, **bookings started climbing** and my front desk **finally got room to breathe**."

DAVID BOGUSLAVSKY, MD · Founder and Medical Director, PremierMD

Outcome metrics

METRIC	RESULT	WHAT IT MEANS
Calls served	+22%	More patients reached a real answer — while staff phone time decreased by 11%.
Staff time per served call	2.65 → 1.93 min	Ella absorbs routine calls, so staff touch only what needs them.
Avoided staff labor	9.8 hrs / week	Nearly a quarter of a full-time role, redirected to in-office care.
Human outbound calls	-15%	Fewer manual callbacks, despite Ella's own callback volume.
Completed visits	+7% (+31 visits)	Ran above 2-year seasonal expectations — recovered demand, not luck.

STAFF TIME SAVINGS

Hours avoided per week	9.8
Weeks per year	× 52
Loaded staff rate	× \$25 / hr
Annual savings	\$12,740

APPOINTMENT UPLIFT

Extra completed visits per week	31
Weeks per year	× 52
Revenue per appointment	× \$120
Annual uplift	\$193,440

8x

Total annual value: \$206,180 (\$12,740 staff-time savings + \$193,440 appointment uplift)

Annual Smart Support Scale plan spend: \$22,800 (\$1,900 × 12 months)

ROI = $(\$206,180 - \$22,800) \div \$22,800 \approx 8\times$ return

Assumptions: loaded staff rate of \$25/hour; \$120 average revenue per completed appointment; Smart Support Scale plan at \$1,900/month. Outcome metrics measured at PremierMD and validated by Dr. Boguslavsky. Individual practice results vary.

Want an Ella of your own?

Smart Support works on your existing phone number — no porting, no new hardware, live in days.

[Book a Demo](#)