

# DentalChair

*Patient recall + appointment reminders + treatment-plan tracker for India's 280,000 solo + small dental clinics. Recall drives 40% of revenue; almost nobody is doing it systematically. ■1,999/mo replaces the receptionist's whiteboard.*

Category	Set 5 · Vertical/Creator
Customer	Solo + small dental practices (1-4 dentists) in Indian metros + tier-2 cities
Monetisation	■1,999/mo Solo · ■3,499/mo Pro (multi-doctor + advanced) · ■6,999/mo Multi-clinic
Build effort	Med
Plan version	v1.0 — 2026-05

## Executive Summary

DentalChair is a vertical SaaS for India's 280,000+ solo + small dental practices, addressing the single highest-value operational pain in dental practice: patient recall. The unaddressed reality: dental patients should return for 6-month cleanings + checkups; doing so is good for the patient (preventive care) and good for the clinic (~40% of practice revenue comes from recurring recall visits + follow-up treatments). Yet recall management is universally manual + neglected — the practice owner has 'last visit' dates in patient files but no systematic outreach to bring patients back at the 6-month mark.

DentalChair automates this. The dentist enters each visit (with treatment provided + recommended return date — typically 6 months for cleaning, sooner for active treatment); DentalChair handles automated WhatsApp + SMS recall outreach at the right cadence (4 weeks before due / on due date / 2 weeks after / 6 weeks after). Plus: appointment booking + reminders + treatment-plan tracking (multi-visit treatments like root canals + crowns + orthodontics need structured tracking) + simple financial dashboard.

Pricing: ■1,999/mo Solo (single dentist), ■3,499/mo Pro (2-4 dentists with advanced features), ■6,999/mo Multi-clinic (2-5 locations). Year-1 target: 1,200 paying clinics generating ■3.1 crore annual revenue against ■55 lakh costs. Cash-positive month 3-4. The wedge against generic practice management software (Practo Ray at ■3-8k/month, NextGen, Dentrix at enterprise pricing) is the focused-feature simplicity + India-pricing for the solo + small practice segment.

## The Problem

An Indian solo dental practice (1 dentist, 1-3 staff, 80-150 patient visits/month) leaves substantial revenue on the table because of one specific operational gap: patient recall management. The dentist provides a treatment, tells the patient 'come back in 6 months for cleaning', writes 'recall: 6 months' in the patient file. Six months later, the file sits in the cabinet. The patient — life-busy, doesn't notice the calendar passing — doesn't return. Without proactive outreach, ~50-60% of patients who should return for 6-month recall don't.

Industry data suggests recurring recall + follow-up treatments represent 30-45% of a well-managed practice's revenue. The neglected-recall practice operates at a structural revenue ceiling 25-35% below its potential, sustained for years, attributing the gap to 'fewer patients these days' rather than identifying the systematic recall-management failure.

Existing solutions fail. Practo Ray (the dominant Indian practice management tool) is ₹3,000-8,000/month + complex + heavy onboarding + designed for larger multi-doctor practices. Dentrix + NextGen + Eaglesoft are enterprise tools designed for US practices. WhatsApp + paper diary is the actual workflow in the majority of Indian small practices — and it doesn't scale to systematic recall.

The market gap: a focused, India-priced, single-purpose-clear (do the recall right + manage appointments + track treatments) tool that a solo dentist can adopt in 2 hours with no consulting engagement.

## The Solution

DentalChair is structured around three core workflows. Workflow 1 — patient records + visit logging: structured patient database (profile + medical history + dental history + insurance details if relevant + emergency contacts); per-visit logging (date + dentist + treatments provided + treatment plan if multi-visit + recommended return date + notes). 2-minute per-visit entry.

Workflow 2 — automated recall outreach: based on per-visit recommended-return-date, DentalChair sends WhatsApp + SMS outreach automatically — 4 weeks before / on due date / 2 weeks after / 6 weeks after. Templates customised per practice tone. Patient can confirm appointment by replying or by clicking embedded booking link.

Workflow 3 — appointment management: structured appointment book with day/week view, drag-and-drop rescheduling, automated reminder 24h + 2h before appointment, no-show tracking + follow-up.

Plus: treatment-plan tracking for multi-visit treatments (root canal across 3 visits, orthodontic across 24 months, crown across 2 visits) with progress visibility + reminder for next planned step. Simple financial dashboard (monthly revenue + per-treatment-category split + receivables outstanding).

Pro tier (₹3,499/mo) for 2-4 dentist practices adds: per-dentist appointment book + revenue attribution, inventory management for dental supplies, X-ray + report attachment to patient records, lab-work tracking (impressions sent to lab + return tracking). Multi-clinic tier (₹6,999/mo) for 2-5 location practices adds consolidated dashboard + cross-clinic patient access + clinic-level financial reporting.

## Market Opportunity

India dental practice market: approximately 280,000 active practices, of which an estimated 220,000 are solo + small (1-4 dentists) in DentalChair's target segment. Average ~110 patient visits/month, ~₹6 lakh/month revenue per practice.

Software penetration: ~30% use Practo Ray or similar; ~70% operate without practice-management software. SAM at ₹25,000-50,000/year SaaS ARPU = approximately ₹550-1,100 crore growing at 6-9% annually.

Realistic 3-year capture: 0.4-1.2% of SAM = ₹2.2-13 crore ARR. Defensible business at the lower end of capture.

Adjacent vertical expansion. Year 2: ortho-specialty practice variant (long treatment cycles, photo-progress tracking, retainer recall). Implant-specialty practice variant (multi-visit complex cases, lab coordination). Year 3: dermatology + skin clinic + cosmetic practice variants (similar recall + treatment-plan dynamics).

## Target Customer

Primary persona: a 44-year-old solo general dentist in Indore running a 12-year practice with ~140 patient visits/month, ~₹7 lakh/month revenue. Currently uses paper patient files + WhatsApp Business for appointment confirmations. Recall management is non-existent. After a free trial demonstrates that ~25% of his 'overdue for 6-month-recall' patient list responds to automated outreach, will pay ₹1,999/mo Solo tier without negotiation.

Secondary persona: a 38-year-old endodontist running a 3-dentist practice in Pune (1 senior partner + 2 associates), ~280 patient visits/month, ₹14 lakh/month revenue. Currently uses Practo Ray but finds it heavy + over-engineered + expensive (₹6,500/month for 3-dentist tier). Will switch to ₹3,499/mo Pro tier for the simpler workflow + India-tier pricing.

Tertiary persona: a 51-year-old dental entrepreneur in Bengaluru with 4 clinic locations across the city, ~₹3.5 crore annual combined revenue. Currently each clinic runs independently. Will pay ₹6,999/mo Multi-clinic tier for consolidated dashboard + cross-clinic patient access.

## Product

Patient records: structured database with profile (name, age, gender, contact, address) + dental history + medical history (allergies, conditions, medications) + insurance details + emergency contacts + uploaded X-rays / reports / photos.

Visit logging: per-visit entry — date + dentist + treatments provided (multi-select from configurable treatment library) + recommended return date + treatment notes + next-visit-treatment-plan if multi-visit. 2-minute entry by dentist or assistant.

Recall automation: WhatsApp + SMS recall outreach automated based on per-visit recommended return dates. Configurable cadence (default: 4-week-before + on-due + 2-week-after + 6-week-after). Patient can confirm via WhatsApp reply or embedded booking link.

Appointment book: day/week/month view, drag-and-drop rescheduling, automated 24h + 2h reminder, no-show tracking with automated follow-up.

Treatment-plan tracking: structured tracking for multi-visit treatments (root canal phases, orthodontic appointment series, crown preparation + cementation, implant osseointegration + crown placement). Visibility into progress + automated reminders for next planned step.

Financial dashboard: monthly revenue + per-treatment-category split + receivables outstanding + per-dentist attribution (Pro tier).

Pro tier additions: per-dentist appointment book + revenue attribution + commission calculation, inventory management for dental supplies (anaesthesia, restoration materials, etc.) with reorder alerts, X-ray + report attachment, lab-work tracking.

Multi-clinic tier: consolidated dashboard + cross-clinic patient access + clinic-level financial reporting + owner-vs-clinic-manager role permissions.

## Technical Architecture

Frontend: Next.js + Tailwind, mobile-responsive (dentists check appointments from phone) + iPad-optimised (front-desk staff use iPad for appointments + visit logging).

Backend: Python on Hetzner cloud, Postgres on Neon.

WhatsApp + SMS: Meta Business Cloud API for WhatsApp + Twilio / Exotel for SMS fallback.

Payments: Razorpay for subscription billing.

File storage: S3-compatible (R2) for X-ray + report + photo attachments to patient records.

Compliance: encryption at rest, DPDP Act compliance for patient medical data, careful audit logging.

## Business Model & Unit Economics

Three tiers. Solo (₹1,999/mo or ₹19,999/yr): single dentist, single location, full patient management + recall + appointment + treatment-plan tracking + basic financial dashboard. Pro (₹3,499/mo or ₹34,999/yr): 2-4 dentists, per-dentist attribution + commission tracking + inventory + X-ray attachment + lab tracking. Multi-clinic (₹6,999/mo or ₹69,999/yr): up to 5 clinics, consolidated dashboard + cross-clinic access.

Conversion economics: free trial converts at 28% (high because recall-revenue math is convincing). Distribution: 60% Solo, 32% Pro, 8% Multi-clinic. Monthly churn target under 2% (very low — patient-records-and-recall is structurally sticky).

Gross margin: 80% blended. Major cost: WhatsApp + SMS messaging (~₹220/clinic/month at average recall-outreach volume), infrastructure (~₹90/clinic/month).

Customer LTV: very strong; dental practices are typically multi-decade operations; once integrated, stays for 8+ years. ₹26,000/year × 8-year average = ₹2.08 lakh LTV at Solo tier.

### Unit Economics (Year-1 base case)

<b>Year-1 paying clinics (target)</b>	1,200
<b>Blended ARPU</b>	₹26,000/year
<b>Year-1 revenue</b>	₹3.1 crore
<b>Gross margin</b>	80%
<b>Customer acquisition cost (CAC)</b>	₹4,200
<b>Payback period</b>	2.4 months
<b>Year-1 all-in costs</b>	~₹55 lakh
<b>Year-1 net contribution</b>	~₹1.9 crore

## Go-to-Market

Channel 1 — Indian Dental Association partnership (40%): IDA has 35,000+ members organised by state + city chapters. Sponsorship of CDE (Continuing Dental Education) events + member-discount + chapter-newsletter placement.

Channel 2 — Dental supplier + lab partnerships (25%): partnerships with dental supply distributors (3M India, Henry Schein India, regional lab networks) for co-marketing. Suppliers visit clinics regularly and can recommend.

Channel 3 — Field sales in 8 cities (25%): hire 5 field reps targeting dental-clinic-dense areas in tier-1/2 cities. In-person demo + onboarding support.

Channel 4 — Content + SEO (10%): substantive content on dental-practice operational topics (recall best practices, patient retention strategies, treatment-plan presentation, GST for dental practices).

### Roadmap (first 12 months)

- Month 1-3: MVP — patient records + visit logging + recall automation + appointment management + WhatsApp/SMS integration. Launch in Pune + Indore with 60 paying clinics.
- Month 4-5: Treatment-plan tracking + financial dashboard, expand to 5 cities, 250 paying clinics, ₹5 lakh MRR.

- Month 6-8: Pro tier with multi-dentist + inventory + X-ray attachment + lab tracking, field sales operational, 600 paying clinics, ■14 lakh MRR.
- Month 9-10: Multi-clinic tier launched, expansion to 8 cities, 950 paying clinics, ■22 lakh MRR.
- Month 11-12: 1,200 paying clinics, ■3.1 crore annualised revenue.

## Key Risks

- Practo Ray launching India-priced lite tier — possible competitive response. Mitigated by speed-to-market + simpler-product positioning that requires Practo to cannibalise their main tier to match.
- Patient data sensitivity: dental medical records are regulated under DPDP + are highly sensitive. Mitigated by encryption + strict access controls + DPDP audit + cyber insurance.
- Dentist change-resistance: dental practice owners are often older + traditional + slow to adopt new systems. Mitigated by field-sales demo + included onboarding support + simple UX that requires no training beyond 30-minute walkthrough.
- WhatsApp Business API cost increases: periodic Meta price changes. Mitigated by SMS fallback + recall-template optimisation.
- Patient consent for automated outreach: patients may opt out of recall messages, reducing effectiveness. Mitigated by allowing dentist to mark patient preference + by patient-friendly opt-in messaging that frames recall as care (not marketing).