

Press release *example*

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FOR IMMEDIATE RELEASE

Fernhill Labs launches Chairside, scheduling software that refills cancelled dental appointments automatically

In a six-month pilot at 14 clinics, Chairside rebooked 62 percent of same-day cancellations from each clinic's own waiting list.

AUSTIN, Texas, 12 November 2026. Fernhill Labs, an Austin software company that builds tools for independent dental practices, today launched Chairside, a scheduling app that offers a cancelled appointment to patients on the clinic's waiting list by text message and books the first one who accepts.

Independent clinics lose hours of chair time to last-minute cancellations, and front-desk teams rarely have time to work through a waiting list by phone. Chairside connects to a clinic's existing practice management software, sends the offer within minutes of a cancellation and confirms the new booking without staff involvement.

During the pilot, which ran from April to September 2026, the 14 participating clinics in Texas and Colorado filled 62 percent of same-day cancellations through Chairside, according to Fernhill's booking data.

"Every empty chair is a patient who wanted to be seen sooner," said Dana Okafor, co-founder and chief executive of Fernhill Labs. "Chairside gives that slot to someone on the waiting list before the front desk has even put the phone down."

"We used to call down the list at lunchtime and reach maybe one person," said Lee Navarro, practice manager at Southpoint Family Dental, one of the pilot clinics. "Now the gap is usually filled before we notice it."

Availability

Chairside is available to dental practices in the United States from 12 November 2026 at \$149 a month per location, with a 30-day free trial. It works with the three practice management systems used by the pilot clinics.

Links

- Product images and screenshots (no login): media.fernhill.example/chairside
- Media kit: fernhill.example/press

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About Fernhill Labs

Fernhill Labs builds scheduling and patient communication software for independent dental practices. Founded in Austin, Texas in 2023 by Dana Okafor and Sam Reyes, the company works with more than 200 clinics across the United States.

Media contact

Jordan Blake, communications lead, press@fernhill.example, +1 512 555 0142

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