

80% Faster Document Setup For SmileUp

Industry: Healthcare **Customer Since:** 2025 **Products:** Document Studio **Features:** Document Generation, eSignatures, Surveys, Automation

COMPANY BACKGROUND

[SmileUp Dental Clinics](#) is a dental care provider based in Portugal, operating multiple clinics nationwide. Its mission is to democratize access to high-quality oral care.

To support this, SmileUp invests in modern technology that improves clinic operations and creates a more efficient, patient-centered experience at scale.

SMILEUP DENTAL CLINICS CHALLENGE

Before Titan, SmileUp relied on paper-based consent forms. Patients signed documents, while staff managed printing, scanning, storage, and manual follow-ups. This created unnecessary administrative workload, higher operational costs, and inefficiencies.

SmileUp improved the process with a digital signature solution. While it enabled digital consents, the system was difficult to maintain:

- ✓ Configuration changes were slow.
- ✓ Updates required coordination.
- ✓ Adjustments caused delays and frustration.

SmileUp also operated across legacy systems and databases.

TITAN'S SOLUTION

SmileUp transitioned to Titan to modernize document generation and eSignature workflows in paper-based consent processes. Documents are generated, signed, and stored in Salesforce, removing paper handling and eliminating disconnected tools.

Titan also enabled mobile-first workflows, allowing staff to manage documents across desktop and mobile devices.

Additionally, SmileUp uses Titan's Experience Studio to run survey forms for data collection across clinics.



KEY RESULTS

- ✓ **80%+ Faster Document Setup:** Consent configuration dropped from up to two days to just two to three hours, dramatically reducing administrative workload.
- ✓ **Lower Operating Costs:** Paper, printing, ink, and document storage were eliminated. Titan also proved more cost-effective than SmileUp's previous digital signature solution at scale.
- ✓ **Cleaner Data and Stronger Compliance:** All consent documents now live in Salesforce, reducing the risk of lost paperwork, improving data consistency, and strengthening compliance oversight across clinics.
- ✓ **Faster Patient Throughput:** Patients sign consents digitally on phones or tablets, speeding up clinic visits and improving the experience, especially for international patients.
- ✓ **Built to Scale, Owned by the Team:** SmileUp onboarded quickly, manages workflows internally, and supports growing document volumes without added system complexity.

"If a company is considering a digital signature solution, my advice is simple: Just Try Titan." Leandro Rocha, Chief Information Officer at SmileUp Dental Clinics