



Dr. Seth Spangler

PRACTICE PROFILE

DENTAL PRACTICE

South Pointe Dental
Draper, Utah

Seth Spangler, DDS

OFFICE

Square feet: 2,400

OPERATORY EQUIPMENT

- A-dec Accessory, Central and Treatment Consoles
- A-dec Assistina
- A-dec 511 Chairs
- A-dec 532 and 545 Delivery Units
- A-dec 6300 Lights
- A-dec Lisa MB17 Sterilizer
- A-dec Preference ICC Sterilization Center
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec W&H Handpieces
- Eaglesoft Practice Management Software
- Ivoclar Odyssey Navigator 3W Diode Laser
- Midmark PowerAir Compressor
- Midmark PowerVac Dry Vacuum System
- Patterson Computer Hardware
- PLANMECA Intra Intraoral X-rays
- PLANMECA ProOne Digital Pan
- Schick Digital Sensors
- SciCan Hydrim Dental Disinfectant
- SciCan Statim 5000 Autoclave
- SOPRO 717 Integrated Intraoral Cameras
- Zoll AED Plus Defibrillator

This practice is a Patterson Advantage® Silver member.

A Practice with a View

Nestled in Utah's Salt Lake Valley, South Pointe Dental offers patients breathtaking views of the expansive Wasatch Range. But it's not just the gorgeous scenery that makes this practice special.

Seth Spangler, DDS, has made every effort to create a memorable patient experience in his 2,400-square-foot, five-operatory practice. From its highly experienced staff members to cutting-edge technology that increases the speed and comfort of procedures, South Pointe Dental offers every patient a unique and comprehensive dental experience.

"Dr. Spangler goes the extra mile to make sure his patients are taken care of," said Patterson Sales Representative Tammy Ota. "He makes sure that his patients are comfortable, understood and their needs are met."

Relying on a Team of Experts

Dr. Spangler graduated from Marquette University School of Dentistry in Milwaukee, Wis., in 2003. He joined his father's practice in the Salt Lake City suburb of Cottonwood Heights as an associate in 2003. Within two years, he became a partner, and three years after that, Dr. Spangler contemplated purchasing the remainder of the practice from his father. However, he wanted to position himself in an area that had potential for future growth. They chose to sell the practice, allowing Dr. Spangler to »



"Compatibility and self-motivation are important in building a team because that will translate to happy patients." – Dr. Seth Spangler



create a practice of his own. "I appreciate my father for allowing us to sell our practice, enabling me to have the working capital necessary to start up a new practice," he said.

It didn't take long for Dr. Spangler to find the perfect location for his new practice. A building in The Pointe Office Park in Draper, located half way between Salt Lake City and Provo, had everything necessary to build a successful practice. Just off a major freeway and joined to a growing office park, Dr. Spangler felt that the area would offer tremendous growth.

Dr. Spangler had worked with Ota and Patterson Equipment Specialist Spencer Matthews in his previous practice and contacted them immediately for expertise in equipping and building his new practice. "I went straight to Patterson because the customer service we'd had in the past was unsurpassed. I just knew that I was not going to find better service," said Dr. Spangler.

With Patterson's help, Dr. Spangler assembled a team of experts to assist him in building out and equipping his new practice. A contractor, architect and interior designer experienced in building dental practices were essential to the process. "He had all the right people in the ship," said Matthews. "He chose a premier contractor who has done a lot of dental practices in Utah. People in this economy are tempted to take shortcuts, but he didn't, and that made the construction process incredibly smooth and ultimately saved him money."

Dr. Spangler's team created the optimal floor plan for his space. To

maximize productivity, South Pointe Dental's five operatories are arranged in an L-shape around his angled 12-foot A-dec sterilization area. This configuration allows for easy access to sterilization from any operatory and prevents bottlenecks in the hall.

For additional patient privacy, Dr. Spangler requested a separate business area that allows him to have private conversations about treatments and financing. A large staff lounge was another necessity for Dr. Spangler. Complete with laptop connections and a projector, the lounge is not only a great place for staff to relax and eat lunch – it's a perfect space for staff meetings.

High-Tech Tools

Dr. Spangler wanted his practice to be on the cutting edge, and relied heavily on his Patterson team to deliver the best tools.





"Spencer was always able to come to me with two or three options. He allowed me to look at the options and understand the pros and cons of each," said Dr. Spangler. "He provided me with all of the information that I needed to make a decision that worked for me."

Dr. Spangler didn't even have to consider which operatory equipment he'd purchase for his new practice. His father used A-dec and he had experienced its quality firsthand. "I knew that A-dec was going to last the longest and would be the lowest maintenance option for my staff and me," said Dr. Spangler. With Matthews, Dr. Spangler visited the A-dec facility in Oregon to select his chairs, cabinets, lights and other operatory essentials.

Patient education is an important aspect of Dr. Spangler's practice philosophy, and he has found that intraoral images play a huge role in increasing patients' understanding of his treatment recommendations. "With intraoral images, the patient can visualize the cavity and the size of filling. It's worth a thousand words," he said. "It also builds trust and increases case acceptance." Dr. Spangler selected SOPRO intraoral cameras that integrate into his A-dec delivery system, ensuring this patient education tool is always within reach.

South Pointe Dental is completely paperless thanks to Eaglesoft practice management and clinical software. Not only does Eaglesoft make life easier for Dr. Spangler and his staff, but his patients also enjoy efficient check-in with the Fast Check-In kiosk in the reception area. Dr. Spangler also made sure to provide forms on his website for patients who'd prefer to complete forms

by hand. "Most patients find that Fast Check-In is easy, straightforward, and a lot better than having to write by hand," said Dr. Spangler.

To decrease busy work for his office manager, Dr. Spangler uses many of Eaglesoft's eServices. "It allows her to focus on case acceptance, treatment planning, and filling the schedule," he said.

Dr. Spangler chose the same digital imaging system he had used at his previous practice – Schick sensors and PLANMECA intraoral X-rays. For panoramic X-rays, he uses the PLANMECA ProOne Digital Pan.

New Twist on Traditional

Dr. Spangler had a strong vision for South Pointe Dental's décor. He had lived in Taiwan for two years and wanted to bring elements of that experience into the practice. "I became attached to the culture in Taiwan," said Dr. Spangler. "Plus, it seemed everyone was decorating in a traditional, Tuscan, or log-cabin feel and we wanted to be different."

His interior decorator and wife put a modern twist on the traditional Asian décor. Using a color palette of earthy greens, browns and beiges, plus splashes of orange, the office exudes comfort and elegance. "The colors are really spectacular," said Ota. "It's a very relaxing, stress-free environment."

In the reception area, a large watercolor painting of traditional Chinese cherry blossoms hangs above the seating area, which features chairs and sofas upholstered with silky oriental fabrics. >>

Two contemporary large square brown ottomans house magazines and other reading materials. Frosted acrylic panels embedded with bamboo branches are used throughout the office to create separate, yet light and airy, spaces.

In the operatories, Dr. Spangler selected A-dec 511 chairs in a curry colored upholstery. To create a truly one-of-a-kind look for his cabinetry, Dr. Spangler chose a custom color. "It's one of the most beautiful cabinetry finishes I've ever seen," said Matthews. Televisions on A-dec monitor mounts allow patients to view their digital and intraoral images with ease. In three of Dr. Spangler's operatories, floor-to-ceiling windows reveal a panoramic view of the entire Salt Lake Valley. "The view is unlike anything else," said Dr. Spangler.

A Learning Experience

While Dr. Spangler knew his equipment, technology and décor choices would contribute to his success, he also realized that his staff would make an enormous impact. Dr. Spangler looked for candidates with several years of dental experience, but ultimately, personality played a huge role in his staff selection process. "You can teach skills, but you can't teach personality. I needed to find individuals who were able to communicate and were well-rounded, confident and self-motivated. Compatibility and self-motivation are important in building a team because that will translate to happy patients," said Dr. Spangler.

Open for nearly two years, South Pointe Dental has welcomed more than 1,000 patients. Positive referrals and direct mail campaigns have attracted hundreds of new patients. Dr. Spangler won't deny that his new business venture has been a learning experience. "It hasn't been easy, that's for sure. Ups and downs, busy days and slow days – it's all part of the process in building our dream," he said. "I'm excited and optimistic about the future of dentistry and am looking forward to serving my patients for many years to come."

As the economy continues to improve and development increases in the office park, Dr. Spangler is excited for the possibilities that lie ahead. "We feel confident that within the next two years we'll see more buildings in this office park and that will only help us," he said. "If we can give our patients an exceptional experience, not hurt them, treat them the way we would expect to be treated and communicate well, I'm positive they will become our loyal dental family we are expecting to create." **PT**



From left to right:
Casey Johnson, Rich Summers, Tammy Ota, Dr. Seth Spangler, Spencer Matthews,
Cameron Hutchinson and Brad Davis

PATTERSON TEAM

Cory Hanks, *Branch Manager*

Brad Davis, *Service Technician*

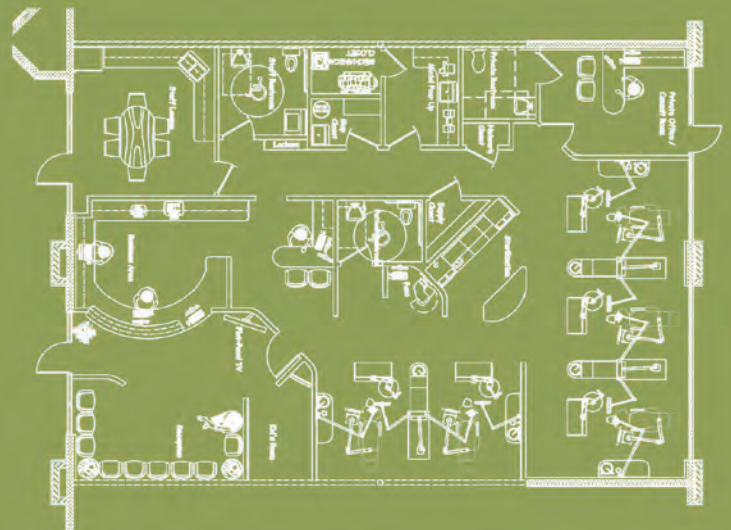
Tammy Ota, *Territory Representative*

Casey Johnson, *Service Technician*

Spencer Matthews, *Equipment Specialist
and Office Designer*

Rich Summers, *Service Technician*

Cameron Hutchinson, *Service Technician*



For more information on
South Pointe Dental, visit
www.southpointedd.com