

A Winning Strategy

PRACTICE PROFILE

DENTAL PRACTICE

Memorial City Smiles
Houston, Texas

Fred Hansen, DDS
Leslie Norwood, DDS

OFFICE

2,400 square feet
Five operatories

EQUIPMENT

A-dec 511 Chairs
A-dec 311 Chairs
A-dec 541 12 O'clock Duo Delivery Systems
A-dec 1601 Doctor's Stools
A-dec 1622 Assistant's Stools
A-dec 6300 Track Lights
A-dec Assistina Plus
A-dec W&H Handpieces
A-dec Preference ICC Sterilization Center
A-dec Treatment and Accessory Consoles
Midmark M11 Sterilizer
Midmark M3 Sterilizer
PLANMECA ProMax
Porter Vanguard Manifold System
Porter Digital MX
R-D Cabinet Mount
Flowmeter Package

TECHNOLOGY

Eaglesoft Practice Management Software



When patients walk into Dr. Fred Hansen's Houston, Texas practice, they're greeted by the courteous staff and a display of memorabilia from the 1964 Tokyo Olympics. Dr. Hansen literally rose to fame that year, when he won a Gold medal in pole vaulting at the Games. He credits that success to hard work and preparedness – the same qualities that have driven his more than 40-year-career serving patients in the Memorial City area of town.

Because he was such a hard worker, Dr. Hansen wasn't prepared to transition from full-time dentistry into retirement. When he received notice from his landlord that he had to move his practice, it was just the motivation Dr. Hansen needed to make his leap into the future.

“I like to use the motto, ‘Put a smile on their face, and a song in their heart.’”

– Fred Hansen, DDS

A Lifetime of Practice

Fred Hansen, DDS, has been practicing dentistry in Houston, Texas, since 1969. The Baylor College of Dentistry graduate always appreciated order and cleanliness and found a match for his personality – and manual dexterity – in dentistry.

Over the years, Dr. Hansen welcomed a number of part-time associates to his practice, though none were offered a full-time associateship. At nearly 70 years old, it was time to think about making a plan.

His loyal patient base was built on his conservative treatment approach and the ability to perform most procedures in-house without referring patients out to another doctor. “We offer crown and bridge, endodontics, restorative and cosmetic dentistry, general and preventive dentistry, and can perform oral surgeries as well,” Dr. Hansen said. His career focus has been patient care rather than the latest equipment and technology or flashy office design. “I like to use the motto, ‘Put a smile on their face, and a song in their heart.’”

In late summer of 2010, Memorial Hermann Hospital, Dr. Hansen's landlord of 32 years, notified tenants that they would need to relocate due to a hospital renovation project. This forced the doctor's hand, but also gave him a chance to create an attractive practice that would lead to greater retirement options.



Finding the Right Fit

Earlier in his career, Dr. Hansen had been a loyal Patterson customer. After a service experience left a bad taste in his mouth, however, he floated from one supplier to another.

A new practice would require a committed supplier, and one that Dr. Hansen could trust to deliver not only equipment but also quality service and support. He interviewed three different companies and Patterson emerged as the clear winner. “Patterson seemed to have what it takes to do it all: the organization, know-how and the people to give me the type of advice I needed,” Dr. Hansen said. “It was a great decision to go with Patterson.”

The team that won Dr. Hansen back to Patterson included Houston Branch Manager Tim Wagstaff, Territory Representative Monetta Reyes and Equipment Specialist Skip Fortune. At their initial meeting, Monetta and Dr. Hansen had a long conversation about his personal and professional goals. “He had two goals for the new practice. Number one was new technology to benefit the patient. Number two, however, was to give him a way to spend more time on his ranch. Once I had an understanding of what he wanted, I went back to him with solutions,” she said. »



Monetta provided the connection between Dr. Hansen and the rest of the Patterson Dental team. While they assisted with the physical aspects of the construction process, she worked with Dr. Hansen to map out a new vision for the practice, including changing the name of the practice to Memorial City Smiles and hiring a firm to develop a new website.

Skip and Tim led the equipment and technology selection process, and took Dr. Hansen to the A-dec facility in Newburg, Ore. There, the doctor saw how the equipment was made and test drove it in an operatory setting. He ultimately chose A-dec 511 chairs for his three operatories and A-dec 311 chairs for the two hygiene rooms. "Dr. Hansen is a man who understands construction and how things are made. He's hands on," said Skip. "He saw the quality of how A-dec designs and engineers their equipment, and he was impressed."

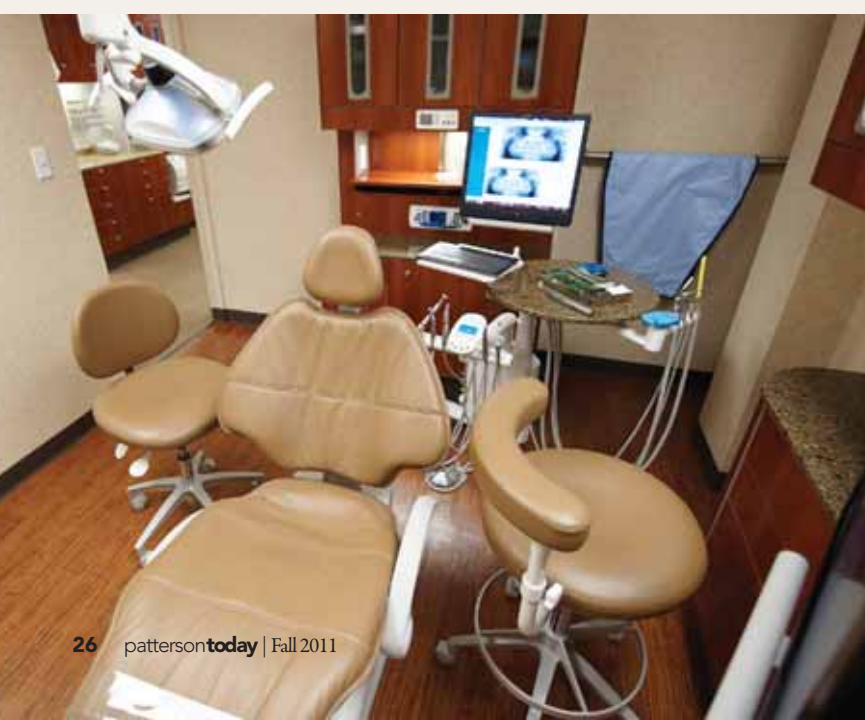


The trip to A-dec also gave Dr. Hansen a chance to meet with contractors, financial experts and other doctors to discuss his new practice opportunity. "That 'Day with the Experts' event at A-dec really showed Dr. Hansen what Patterson and A-dec are all about," said Skip.

Setting the Stage

Dr. Hansen selected a new practice space across the street from his current location and secured the lease. Fittingly, the new office is located in the same building where Dr. Hansen launched his dental career more than 40 years ago.

The building process moved swiftly, with Dr. Hansen needing to be out of his existing space by the end of the year. Monetta and Skip worked with the doctor to design the floorplan, honoring his penchant for organization with a circular design that directs foot traffic throughout the practice. Two doors flank either side of the reception area and staff is encouraged to welcome patients on the left side and check them out on the right. This way, the assistant or hygienist can give the patient a tour of the facility before seating them in their assigned treatment room.



On their tour, patients pass by the sterilization center, which sits at the heart of the 2,400-square-foot practice. Wide doorways allow staff to easily flow into and out of the room, and also give patients a clear view of the orderly space, which houses the A-dec Preference ICC sterilization center, A-dec Assistina Plus handpiece cleaner and Midmark M11 and M3 sterilizers.

Next to the steri-center, an entire room is dedicated to digital imaging and houses a PLANMECA ProMax X-ray unit, which provides a broad range of imaging views ideal for diagnostics, planning and treatment. The ProMax can also easily transition from 2D to 3D imaging when Dr. Hansen is ready to make the switch.

The new practice meant an upgrade in technology as well as

equipment. Eaglesoft practice management software enables Dr. Hansen and his staff to operate paper-free and combines all patient information – including front office and clinical records, and digital X-rays – into one patient record.

“Starting as a new dentist, I can use him as a mentor and soak up everything he has to offer.”

– Leslie Norwood, *DDS*

The Next Generation

Dr. Hansen took advantage of the situation to update the look and feel of his new practice. Through conversations with the Patterson team and other doctors, he recognized that older equipment or furnishings that seemed “fine” to him appeared less so to his patients. With the help of a local interior designer, Dr. Hansen elevated his practice’s décor using a warm, gold-based color palette and artistic touches like paintings and floral arrangements. His Olympic medal and photos line the walls, providing additional touches of personality.

For Dr. Leslie Norwood – a 2010 graduate of Dr. Hansen’s alma mater, Baylor College of Dentistry – the new facility was the opportunity she’d been searching for. After a year of working in a clinic setting, Dr. Norwood was eager to find a home where she could develop deeper relationships with her patients and their families, and offer greater levels of care.

As an old friend of the family, Dr. Hansen took an interest in Dr. Norwood’s dental career and, when she graduated, offered advice as she got her feet wet. He invited Dr. Norwood to watch the new building process unfold and, after the new practice was open for several months, invited her to join him at Memorial City Smiles. “I decided to slow down a little bit and hired her on a full-time basis,” he said. “I think she is a real fine dentist.”

The selling points for Dr. Norwood to join Dr. Hansen’s practice weren’t entirely based on the cosmetics and upgrades of the new practice. While she was trained in digital X-ray and many of the latest technologies that Dr. Hansen brought into his office, Dr. Norwood was motivated even more by his reputation for excellence. “Starting as a new dentist, I can use him as a mentor and soak up everything he has to offer,” she said. “The advantage for patients going to Dr. Hansen is that he tries to do everything in-office without sending them to a specialist. I want to be able to learn how to do that.” »



The Patterson Difference

When Dr. Hansen factors in how quickly the building process had to move in order to get his new practice up and running – not to mention all the new equipment and technology he and his staff had to adjust to and learn – he is grateful he chose to partner with Patterson. “They really took the bull by the horns, from the groundwork to the entire practice – they put it together,” Dr. Hansen said. “I was really impressed with Patterson’s staff, from Monetta and Skip to Tim and the service folks.”

Monetta continues to call on Dr. Hansen regularly and respond promptly to any questions he has. “I believe it’s my responsibility to stand beside the doctor and to help him get what he needs,” she said. “I told him there would be challenges along the way and that I would be right there beside him to support him through those challenges.”

Six months since opening day, Dr. Hansen and his staff have settled into the new office. They rely heavily on the technologies and equipment to maintain an efficient and patient-friendly space. “I bought everything new. I got state-of-the-art everything and everything works great,” Dr. Hansen said. “It was expensive and I could have gone cheaper, but I went with the best for my patients.”

Both longtime and new patients seem to appreciate the look and feel of the new facility. “I’ve had practically every patient say, ‘I like your new digs!’ I had never heard that phrase before, but that’s what people are saying,” Dr. Hansen said.

While he’s enjoying life in his new “digs” and enjoys seeing his patients well cared for, Dr. Hansen is turning his attention toward achieving his other goal: spending more time at his ranch. Thankfully, he’s in a great position now to make that leap into retirement. **PT**



From left to right:
Skip Fortune, Dr. Leslie Norwood, Dr. Fred Hansen, Monetta Reyes,
David Langley, Tim Wagstaff and Russ Lyons



From left to right:
Bo Martin and Albert Martin

PATTERSON TEAM

Tim Wagstaff, *Branch Manager*

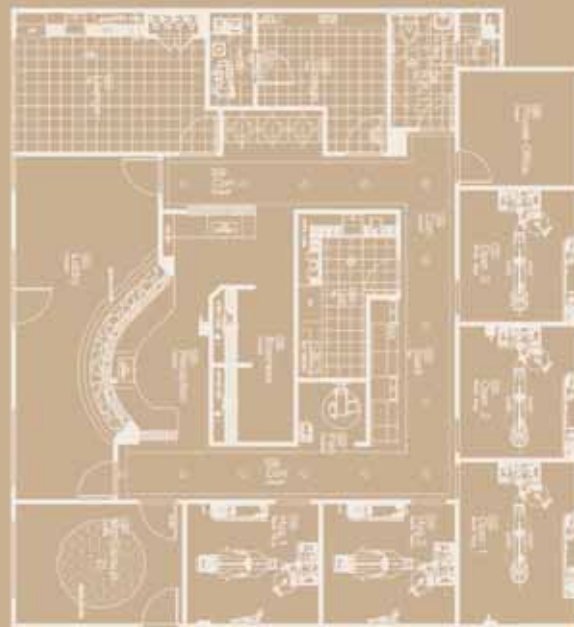
Monetta Reyes, *Territory Representative*

Skip Fortune, *Equipment Specialist*

Russ Lyons, *Technical Service Technician*

Albert Martin, *Service Technician*

Bo Martin, *Service Technician*



For more information
about Memorial City Smiles,
visit www.memorialcitysmiles.com.



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