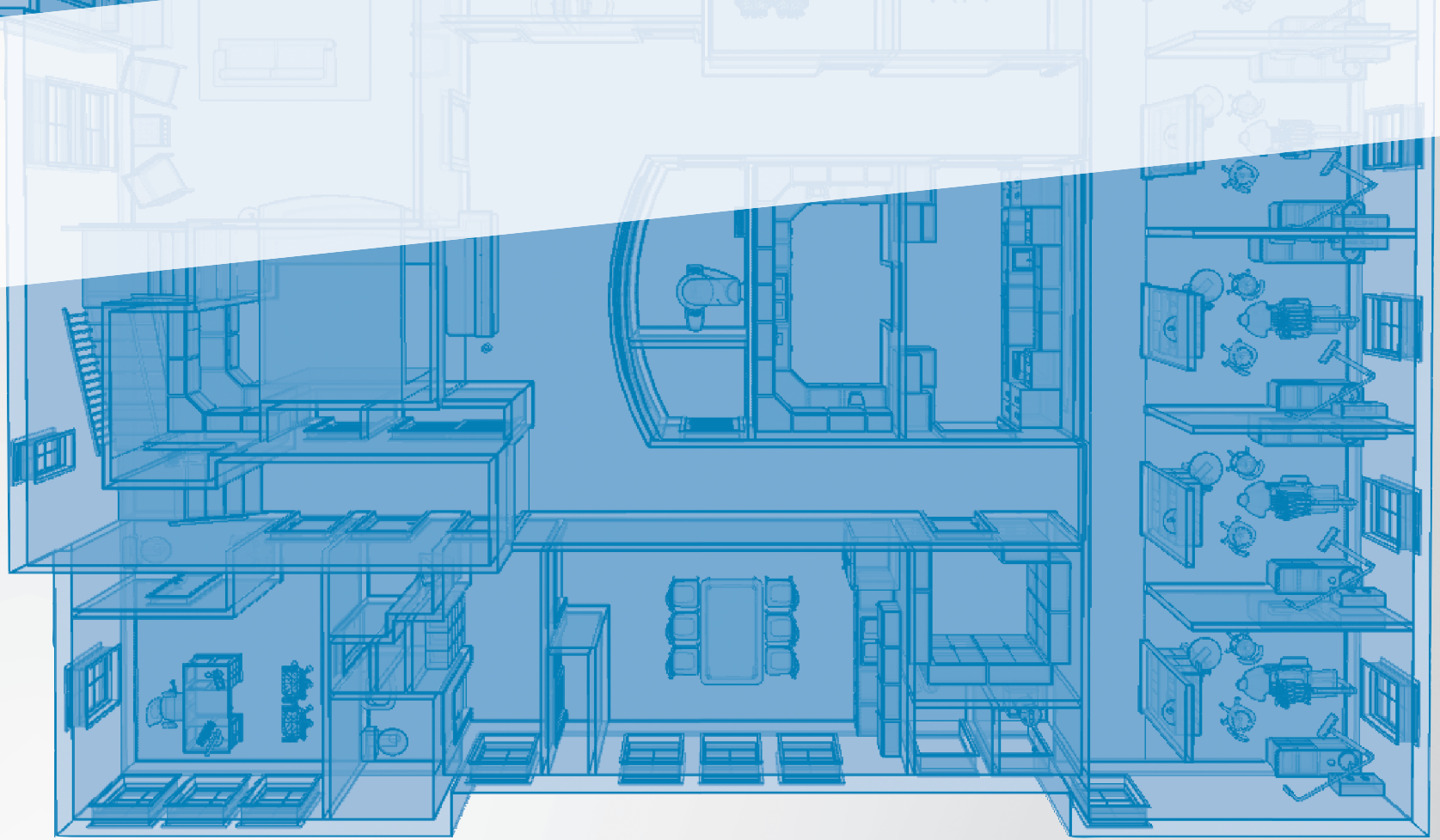


Translating a DREAM Into a PRACTICE





IN A WAY, PATTERSON DENTAL OFFICE DESIGN IS A DREAM TRANSLATION SERVICE.

Each step in the process of building a new office requires a different language, and the Patterson team speaks them all – translating a dentist’s dream practice into reality.

First, Patterson Dental equipment specialists work closely with dental practices to gain a better understanding of the dentist’s wants and needs, and ultimately what their dream practice would look like.

“We start with a dream,” said Tim King, office designer at the Patterson Greenville Branch. “Some things we may have to trim down over the course of the project, but we like to start by working with the doctor’s dream.”

Members of Patterson’s office design team, like King, work together with equipment specialists to help dentists

identify a space for the practice – whether it’s a renovation in a current space or a relocation. Once the space is chosen, Patterson Dental team members serve as guides every step of the way.

Using expert knowledge of the square footage required for a practice to function optimally, and an Office Design Checklist detailing the equipment selections and layouts for each room, office designers craft an initial design for the practice. Then, with feedback from the equipment specialist and dental team, they rework and perfect it until it’s unanimously approved. They’ve designed thousands of dental offices of all shapes and sizes, improving traffic flow, increasing productivity and profitability.

Because equipment specialists partner with the practice, the Patterson team doesn’t just blindly force a dentist’s dream practice into reality. They offer input along the way to ensure the end goal is both an advanced practice and a wise investment.

Finally, through their relationships with contractors and architects in local markets, the team evaluates how to make that refined, translated dream come true. There are three ways that Patterson makes that happen: installation, integration and innovation.



INSTALLATION

There's more to a dental office than what meets the eye. In order for a practice to run smoothly, there are many things that must be laid out with precision. Low- and high-voltage electrical conduits, chases and plumbing lines, and wiring for computer networks and digital equipment must be expertly laid behind the walls and under the flooring. The Patterson service team is up to the task, absolutely guaranteeing that all equipment – from chairs to lights to digital and computer hardware – is installed and working perfectly.



INTEGRATION

The face of dentistry is changing. Technology is making new things possible virtually every day, and Patterson is the industry leader in technology. Patterson certified trainers and support staff at the 100,000-square-foot Patterson Technology Center make sure a practice's hardware and software function seamlessly with each other.



INNOVATION

For decades, Patterson Dental has been recognized by manufacturers as the company to turn to when introducing breakthrough technology. Time and again, when new products come to market, Patterson brings them there first. And Patterson's expanded exclusive distribution agreement with Sirona means it's the only U.S. supplier to offer game-changing products like CAD/CAM from CEREC, digital imaging from Schick and much more.



Additionally, Patterson's strong manufacturer partnerships bring unrivaled core equipment into the operatory. Even the office design process itself is an example of innovation. Patterson recently fine-tuned a new office design software system for the dental market. The change allows dentists to see 3D models of their practice during the design process.

"3D is amazing because it helps the doctor understand better what they're seeing on a piece of paper – the 3D really enables them to visualize it," King said. "In doing that, we are getting closer to getting them to their dream practice. It's clearer and more specific about what the finished practice would look like. By eliminating confusion, we convey the same goal to every member of the team. Everyone has to be working toward that same goal."

Advancing Patterson's office design platform makes it easier for the team to help practices grow with new equipment and technology. Just as the opportunities in new offices continue to grow, so do the opportunities in building those offices. King said the change is inevitable – and that Patterson's commitment will go right along with it.

"I've done this for 32 years," King said. "We've seen so many things change. Today, we see the needs of the customer changing and evolving, and we're going to make sure we evolve to meet those needs every way we possibly can."