



Give Your Practice the EDGE

With TechEdge, Patterson continues
to raise the bar on technical service

When you're on the cusp of doing something new, change can seem intimidating. That's why Patterson Dental has put so much into its technical service division. We want to be able to support your equipment and technology investments from right within your practice, allowing you to focus on taking care of your patients.

In early 2014, Patterson Dental announced its new TechEdge® initiative. The new name signifies our commitment to providing you fast, professional and certified technical service. You'll see new TechEdge vans on the road and arriving at your practice if you've called for service.

The vans are more ergonomically friendly and therefore safer for your technician. An additional benefit is the fuel efficiency of the vehicles. As long as we're going to be on the road, we'll be doing our part to help the environment.

In addition to showcasing the new TechEdge brand, the vans also include a public service announcement. Geared toward the general public, our technicians are spreading the word about the importance of oral hygiene, just by getting behind the wheel.

Our technicians are also sporting new uniforms. As they progress in their technical service training, they will receive the TechEdge certification badge to signify their achievement.

Patterson partnered with industry leading manufacturers to develop new educational courses and training, to ensure that our technicians are up to date and ready to service any of your practice's equipment or technology.

Before a technician ever arrives in your practice, however, a lot of preparation goes on behind the scenes. When you call to request assistance, for example, a service coordinator asks you key questions about the equipment or technology that needs service. This critical information is used to help prepare the service technician so that when he or she arrives at your practice, they can get right to work resolving the equipment or technology issue you're experiencing.

"As dentistry evolves, we are continually asking ourselves how we can evolve our technical service group in order to help our customers," says John Bettencourt, Patterson Dental Vice President of Marketing, Equipment and Technical Service. "We want to be your first choice for service, the first call that you make for all of your technical service needs. In order to be that first choice, we have to be the best."

As dentistry continues to evolve, rest assured that TechEdge and Patterson's technical service team will continue to evolve as well.

