



“Manhattan is a great community in which to have a dental practice.”

– Dr. Daniel Winter



Practice Profile

DENTAL PRACTICE
Downtown Dental Group
Manhattan, Kan.

Daniel M Winter, DDS | Owen W. Poulson, DDS

OFFICE
Square feet: 3,000 | Nine operatories

EQUIPMENT AND TECHNOLOGY

- A-dec 511 Dental Chairs
- A-dec 532 Traditional Delivery Systems
- A-dec 545 12 O’Clock Assistant’s Instrumentation
- A-dec Central and Accessory Cabinets
- A-dec Dental Lights
- A-dec ICC Sterilization Center
- A-dec ICV Cleaning System
- A-dec Monitor Mounts
- A-dec Treatment Cabinets
- Air Techniques AirStar 50 Compressor
- Air Techniques VacStar 80H Vacuum System
- Aribex Nomad X-Ray System
- CEREC AC and MC XL
- Sirona Orthophos XG 3D
- Sopro 617 Intraoral Cameras

This practice is a Patterson Advantage® Gold member.

A Dentist’s Dream, a City’s Success

Though it’s not *that* Manhattan, there’s something special about Manhattan, Kansas. Nicknamed “The Little Apple” after its larger namesake, this Manhattan is a place where dreams come true, and Daniel M. Winter, DDS, can attest to that.

Daniel M. Winter started his dental practice from scratch in Manhattan in 1989. As a credit to the city, Winter’s practice has grown significantly over that time. He moved to a new building in 2001, and he remodeled in 2012, a moment toward which his entire career had been pointing.

“This practice I have right now, with this remodel, has been a vision of mine for 20-some years,” Winter said. “It’s taken that long to realize this vision. It took me a lot longer than a lot of other dentists and that adds to my pride of ownership.”

Pizza and passion

Winter's Patterson territory representative, Michael Nation, invited him to a CEREC demonstration that would have a massive impact on Winter's practice. The event, held at a Manhattan pizza joint, changed his opinion on CEREC. "When I first looked at it, I felt like the technology was good but I didn't know much about it," Winter said. "By the end of that demonstration, I was pretty sure I was going to buy a CEREC."

And buy a CEREC, Winter did. The process went quickly, as did the learning curve for Winter and his staff. They never looked back. Staff members gained value in their roles, taking ownership in the digital impressing process and gaining skill along the way. The change in Winter and his day-to-day operations at Downtown Dental Group was obvious. "I think the CEREC purchase really changed his attitude and his outlook on his practice," Nation said. "It really got him energized again. He just had an extra bounce in his step."

Winter said the same. The principles he learned early on in his dental training at the University of Colorado came rushing back to him. He felt like the CEREC let him be a dentist again. "I couldn't change and do things hands-on like I can with the CEREC," he said. "My creative rebirth in dentistry is amazing. It added so much back into dentistry. Good dentists are artists as well as scientists, and CEREC allows us to blend the best of both of those elements."

Growth begets growth

For years, Winter had toyed with the idea of bringing an associate on at Downtown Dental Group. CEREC was helping the practice grow more profitable and the possibility of expansion took a leap forward in 2009, when Winter started working with Mercer Advisors to assist with the direction of his practice. In early 2012, with Mercer's assistance, Winter decided he needed to add an associate and remodel the physical space.

"I was not interested in a new building," Winter said. "I liked this building and the history of this building, so I wanted to stay here. There's a courtyard in the middle and that's a great feature that really adds to the charm. It just never really crossed my mind to leave this building."

Winter was utilizing all of the 1,500 square feet in his practice but he had room on his lot, so he had two options for expansion: build out, or build up. The building, originally constructed in 1940 in the art deco style, and its >>





MISSION

Our practice and our philosophy present us with a golden opportunity to improve the lives of our patients through dentistry.

Our standards of care are uncompromising as they're based on excellence and quality.

Our goal is to establish lifelong, valued relationships with all of our patients.

Together we can journey forward to optimum oral health.

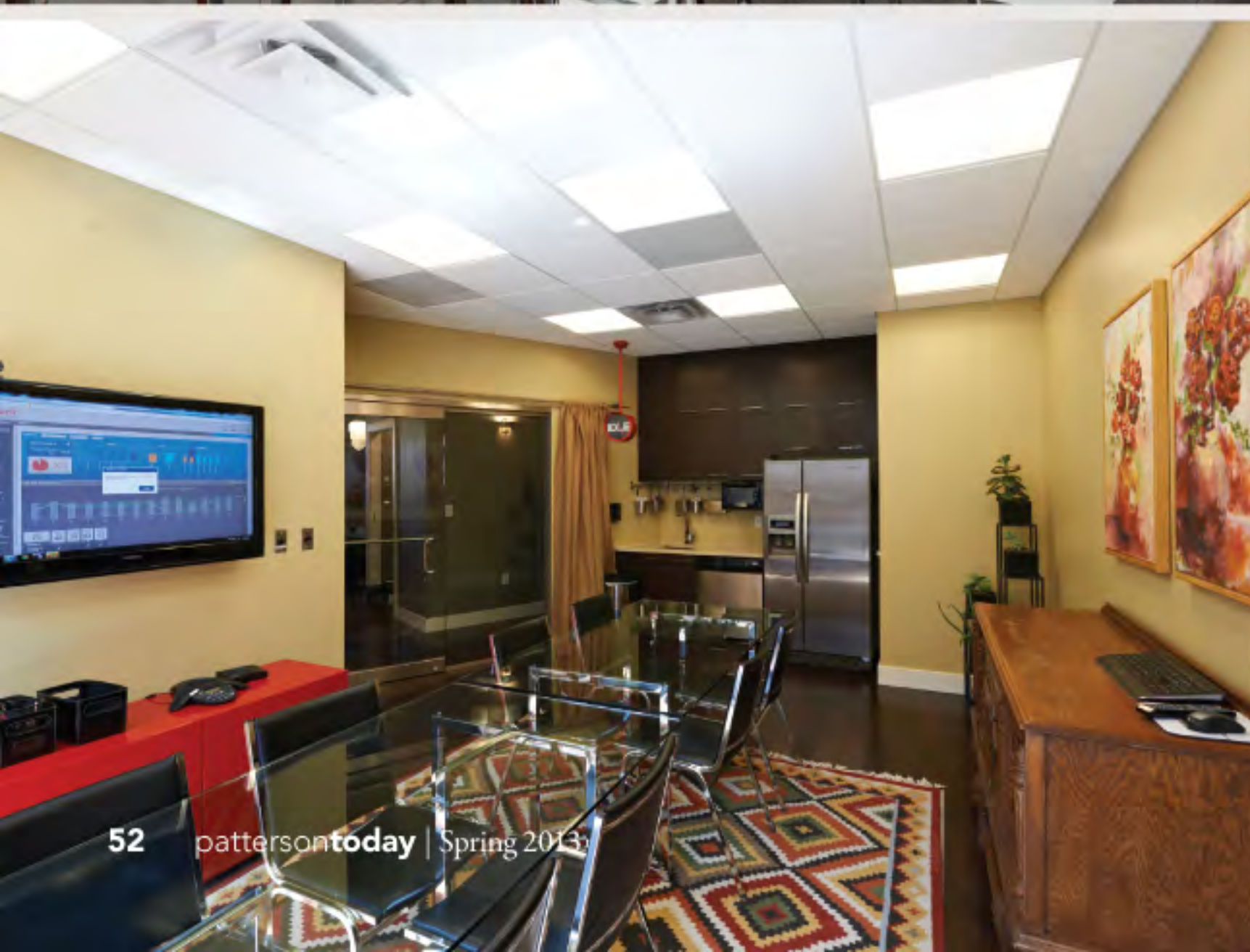


brick exterior added to its character. Winter wanted to preserve that. "I wanted it to look new, but I didn't want it to look added-on," he said. "The architect did a wonderful job of matching the brick. I really wanted it to flow. The challenge was on the exterior, from an architectural standpoint, to have the addition be seamless and make it look like it all belongs."

Wanting to embrace the art deco history of the building, Winter enlisted the help of his interior designer for creative suggestions. The "rule of three" common to the style is found throughout the space, from the custom-built front door to the lamps above the reception desk. The attention to detail came not just because of Winter's dedication, but because of the personal connection that many of the contractors had to the project. "I wanted to support the people that support me," Winter said. "All of the contractors and designers were patients, from the architect, general contractor and plumber to the electrician and interior designer. It gave us all a lot of pride to be working together and to achieve this amazing final product."

Phased development

Though he was excited about staying in his current location, Winter found that some finessing needed to be done to make the project work. Winter needed his doors to stay open to patients during the project in order to





afford it. "It's a lot harder to live in a house and remodel it at the same time, than it is to go ahead and build a new house," he said. "I had to have five working operatories throughout the project. I could not step away from my building for a month or two months and let this come to pass. I had to have the ability to work."

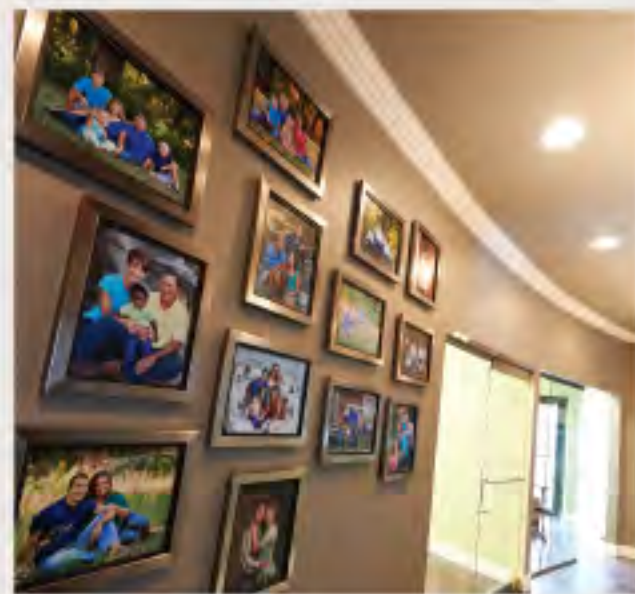
A phased development, then, was the decision. First, they'd construct the new addition of the practice, then they'd connect it, and then they'd remodel the existing structure. Winter was unforgiving on one point: he would not have a dusty practice during construction. A window even became a construction entrance to the practice so workers wouldn't track dust and dirt through the open portions of the practice.

The construction process would double Downtown Dental Group's square footage to about 3,000 square feet. The renovation started modestly enough, but Winter found that after an A-dec Educational Experience trip to the company's headquarters in Newberg, Ore., he wanted to do more. "When I first started, I was going to put in two or three new operatories and call it good," he said. "I came to the realization when I went to Oregon and looked at the equipment and the layout, I wanted a technologically advanced practice. I didn't need to go out and buy every bell and whistle. The way I look at it is: If technology benefits me, I'll consider it. If technology benefits my patients, I'll buy it."

The new technology, GALILEOS to go along with his CEREC, for instance, is one of the "wow" effects Winter wanted to give his patients. To continue with the "rule of three," Winter worked >>



to design the practice with three such effects. The other two are a reception area with abundant glass, giving a stunning view of the center courtyard; and the hallway to the clinical area, which features professional photographs of all the staff members and their families. It worked.



"My patients have been almost breathless," he said. "The way this practice was put together, it allows us to have a first-class dental practice without feeling like it's too gaudy, avant-garde or over the top. My patients, especially my long-standing patients, are so excited. They've been with me when I rented down the street, they've been with me when I bought this building and now they see this."

The renovation reflected a significant investment on Winter's part, and he acknowledges that it wasn't an easy decision. Once the decision was made, though, Winter wanted to make sure he executed his dream properly and he got the help he needed to do it. "This is what I really wanted, but I couldn't have done it myself," he said. "Not to this degree. My staff was amazingly helpful and supportive through all of the phases, and took a great deal of pride in showcasing the final product during our holiday open house. I also couldn't have done this without Patterson, who was there from the start and helped me through to the finish line."

In addition, he credits his patients and the entire city of Manhattan for the success of his practice. The Little Apple really rallied around its downtown dental office. "Manhattan is a great community in which to have a dental practice," Winter said. "I didn't associate or buy a practice. I literally hung my shingle and 20 years later, I see a dream like this come to reality. This is really a dream come true for me." **PT**

To learn more about Daniel M. Winter, DDS, visit downtowndentalmanhattan.com.



From left to right: Michael Nation, Daniel Winters, DDS, Owen Poulson, DDS, Spencer McCracken and Tony Counts

PATTERSON TEAM

Tony Counts, *Branch Manager*

Michael Nation, *Territory Representative*

Spencer McCracken, *Equipment Specialist*

Ethan Lindsey, *Service Technician*

Rick Hagemann, *Office Designer*



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