



Responsive, Responsible Technology

With great technology comes great responsibility.

As the industry's technology leader, Patterson Dental has learned a few things over the years. First and foremost, that being the technology leader means being there after the sale. It's not just about providing dentists with the best dental technology on the market today. It's also about supporting them as they continue to use that technology in the years to come.

Patterson TechnologySM, our comprehensive technology service, is headquartered in the Patterson Technology Center, often called the PTC. The state-of-the-art facility in Effingham, Ill., embodies Patterson's reputation for high-tech development, testing and support. Through the PTC's Effingham facility, Patterson provides products that enable

dental professionals and their teams to save time, increase productivity and maximize their investment in software and digital technologies.

In short, the PTC helps dental practices optimize equipment and technology from Patterson. This is not a perk that Patterson provides – instead, it is considered a responsibility and a Patterson promise. Patterson has embraced that promise since its inception in 1877 and continues to improve upon it. As the support center for the customers of Patterson Dental, the PTC has grown rapidly over the past decade and a half. In 1997, the PTC had 25 employees and 1,000 customers. Today, more than 400 employees work for the PTC, serving more than 85,000 customers.



“The level of support that comes out of the PTC is staggering,” said Pam Hemmen, Patterson vice president, technology services. “At the same time, we are developing new products and finding ways to help dentists get the most out of Patterson Technology at every turn.”

The team at the PTC has a single goal: improve the patient experience and practice lifestyle for Patterson dentists. It is by design that product development, implementation, support and practice optimization teams share the same location. The departments work very closely to stay connected with our customers’ requests.

DEVELOPMENT

The Development team at the PTC is constantly looking to the future to anticipate the needs of our customers, and then develop software or services to meet those needs. Many of Patterson’s new features, products and services come from customer feedback and requests.

PTC Supports the Entire Practice

From the equipment that has changed dentistry forever, like CEREC, to the software that helps dentists optimize their practice, the Patterson Technology Center (PTC) supports everything Patterson offers.

That’s because the sale is just the beginning of Patterson Dental’s partnership with dentists.

PRODUCTS AND SERVICES SUPPORTED AT THE PTC

- > Eaglesoft software
- > CEREC
- > Schick
- > CAESY patient education software
- > Sirona digital support
- > Digital imaging products such as pan machines and cone beams
- > RevenueWell marketing and patient communication
- > eMagine
- > Patterson Hardware
- > Patterson-offered Practice Optimization tools, like Eaglesoft eServices
- > pattersondental.com



“Every other year, we survey our Eaglesoft practice management software users to learn about the software’s strengths and opportunities for improvement,” said Vice President, Application Development Craig Kabbes. “That survey averages a 40 percent response rate, which is astonishing. Without question, it’s because our customers know from experience that we listen and respond to their feedback.”

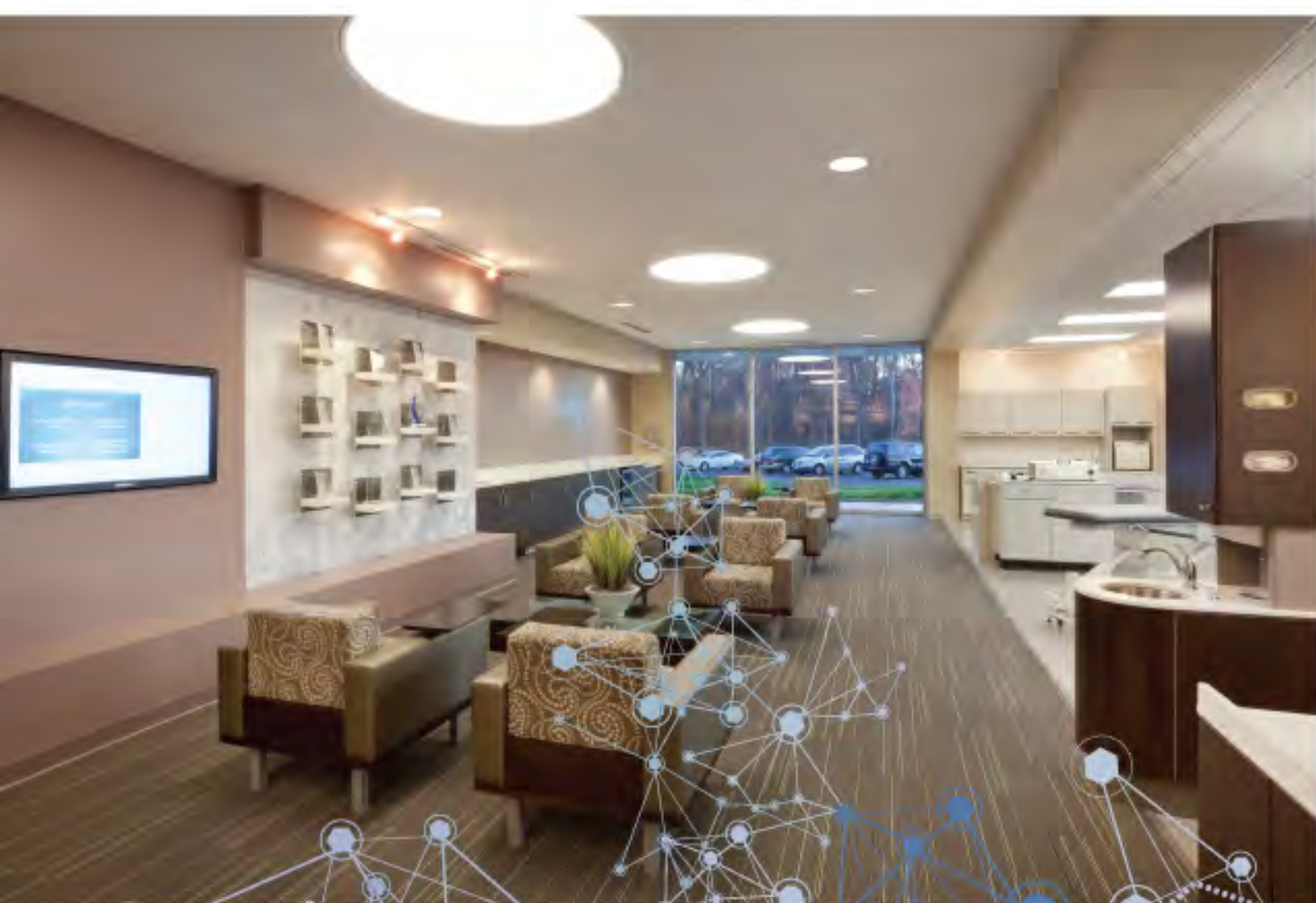
Based on that feedback, many customers are invited to test beta versions of new products. In addition to developing new and updated content and services, the PTC added a software usability lab and an enhanced quality assurance lab to create a truly state-of-the-art facility.

IMPLEMENTATION

The highly advanced team at the PTC gives customers the guidance required to get up to speed in a hurry. Team members swiftly assist customers through data conversions, enabling customers to transfer as much information from legacy software as possible and making their transition as smooth as possible.

“Data conversion is probably the single most daunting task for practices considering switching software,” Hemmen said. “The PTC is staffed by experts who help take the intimidation out of conversions and allow dental practice staff to be excited about their new, higher-functioning software.”

The PTC team is trained to give customers new to Patterson software a good foundation, allowing confident use of software from day one. The PTC offers free phone training, and onsite training also is available from local Technology Advisors, who offer face-to-face training in offices and practices nationwide. These advisors customize software preferences to meet individual office needs and offer ongoing training to fully utilize the robust software features.



SUPPORT

No single area of the PTC is more important than another, Hemmen said. Each area contributes to a technology team unlike any other in the industry. When it comes to support, though, the value of the PTC cannot be stressed enough. The PTC Support team offers expert assistance on 22 products, including hardware, software and digital panoramic machines and cone beams.

“Between phone calls, online chats and emails, staff members tally about 5,000 customer contacts a day,” Hemmen said. “The PTC’s team handles all customer contacts, so calls are never outsourced overseas. Ever.” That’s not enough, though. There is a true commitment to give all customers the support they need as efficiently as possible. A living, breathing member of our First Impressionist team answers every call and quickly triages callers to the appropriate Support team for resolution.

Plus, the PTC has a resource room that houses Patterson’s digital products so the Support staff can work, hands-on, together with a customer to guide them to a resolution regarding their digital product. Whether it’s a digital pan machine or one of 20-plus sensors, the resource room ensures that Support staff sees exactly what the caller is seeing.

PRACTICE OPTIMIZATION

The PTC gives Patterson the ability to do something no one else can: maximize customers’ ability to use the best technology in the industry. Through Practice Optimization, Patterson customers go beyond the basics of software to electronic claims and statements, eTools like appointment reminders, insurance verification and much, much more.

The PTC’s Practice Optimization team doesn’t just help customers function, it helps them thrive. Patterson offers amazing tools to all customers looking to get more out of their software and their practice. RevenueWell, for instance, is a full dental marketing and patient communications suite that is supported by the PTC’s Practice Optimization team.

If there’s a better way for customers to utilize Patterson products and services, you can bet Patterson Practice Optimization staff will find it.



PTC Quick Facts

- Total customers supported annually: 85,000
- Daily customer contacts: 5,000
- PTC size: 100,000 square feet
- Land: 23 acres
- Building capacity: 600 employees
- Onsite cafeteria: seats 160
- Parking spots: 450 (includes 26 reserved spaces for fuel-efficient vehicles and three electric car charging stations)
- LEED-certified building