



## PRACTICE PROFILE

### DENTAL PRACTICE

Kristo Orthodontics

7 locations in western Wisconsin

- One flagship office in Eau Claire
- Six satellite offices in the surrounding communities, each approximately 2,000 square feet

Steve Kristo, DDS

### EAU CLAIRE FLAGSHIP OFFICE

Square feet: 6,000 | 8 operatories

### EQUIPMENT AND TECHNOLOGY

- A-dec 511 Dental Chairs
- A-dec 541 Delivery Units
- A-dec 5580 Custom Rear Cabinets
- A-dec W&H Handpieces
- A-dec LED Lights
- A-dec Monitor Mounts
- A-dec Sterilization Center
- Midmark Compressor/Vac
- Midmark M11 Sterilizer
- Sirona XG 3D Ready Digital Pan
- SciCan Statim 5000



# Smiles All Around

Dr. Steve Kristo and his team at Kristo Orthodontics are creating big smiles with a remodel of their flagship office in Eau Claire, Wis.

Steve Kristo, DDS, is passionate about everything he does, whether helping patients improve their lives by having healthier smiles or remodeling his second-generation orthodontic practice to be more efficient and ergonomically friendly.

"I want Kristo Orthodontics to be the best at everything it does from a clinical standpoint and a personal one. Providing the highest quality orthodontic care and taking care of patients throughout each of the communities we serve is the reason we're here," Kristo said. "I have an energetic and



creative team that puts patients first in everything we do. It's the key to our success and why so many of our patients leave our office smiling."

### Innovative design

Kristo Orthodontics' flagship location in Eau Claire, Wis., recently underwent a major remodel, with the assistance of Kristo's Patterson Dental team. The new practice space exudes an almost spa-like feeling that's both adult and kid friendly, with state-of-the-art equipment and technology accented by striking design features.

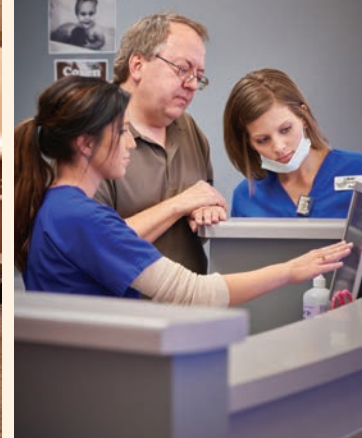
An elegant reception area opens into a large center bay with eight workstations, each illuminated by A-dec LED lights and a wall of windows. Stylish and durable carpet, tasteful artwork and sprigs of greenery in petite glass vases add a special touch, further defining what makes Kristo Orthodontics unique from other orthodontic practices.

"There are notable differences here compared to a typical orthodontics practice, because we are continually looking for ways to deliver exceptional customer service and excellent patient care. This new practice features innovative designs and cutting-edge equipment that helps us achieve our goals," Kristo said.

Kristo built the Eau Claire office about 16 years ago, 10 years into his career. His father, Dr. Andrew Kristo, started the practice in 1959 and Steve joined him in 1988. Since then, the practice has expanded into several surrounding Wisconsin communities, including Black River Falls, Bloomer, Chippewa Falls, Menomonie, Rice Lake and Stanley. The practice today comprises seven locations and is growing. >>







Kristo decided to upgrade his Eau Claire location to support the advanced patient care he and his team provide. “As times change, the way you practice changes too. It was time to modernize,” he said. “I wanted more efficiency, better patient and staff flow, more functional work areas, and more comfortable patient waiting areas.”

#### A winning team

Working closely with Mike Muellenbach, Patterson Dental equipment specialist, and Dawn Cunningham, Patterson Dental territory representative, Kristo embarked on a two-year, three-phase remodel of the Eau Claire practice. The team also helped him build two new satellite practices during that same time, and will soon begin work on a third new location.

With so many projects running concurrently, Kristo says it is essential to work with a partner like Patterson. “Any time I think about building a new office or remodeling an existing one, I call Mike,” Kristo said. “Mike knows how to make my spaces the best for my team, my patients and their families. He is the quarterback of my office design team and he brings my vision to the rest of the team.”

“My goal with the Eau Claire flagship project was to earn Dr. Kristo’s trust by showing how we could gain production through increased efficiency and creating a more modern practice,” Muellenbach said.

Part of that efficiency gain came from redesigning the workflow pattern with an open bay workstation. “It’s much more efficient for me to move around the clinic now,” Kristo said. “We also added small waiting areas all around the bay so families can be close to their kids at all times.” One of

those new waiting areas is the Kristo Café, a coffee-shop-inspired area of the practice that serves coffees and other beverages.

#### Forward thinking

Equipping the bays afforded Kristo another opportunity to increase productivity as well as enhance the ergonomics for him and his team. To help him make his equipment selections, Muellenbach took Kristo on a trip to the A-dec factory in Oregon, where the doctor spent time examining the equipment and envisioning it in his practice.

“The A-dec 541 delivery unit that Dr. Kristo selected is a strong ergonomic choice, and it’s also helping him and his team be more efficient,” Muellenbach said.

Kristo is also pleased with the A-dec chairs’ comfortable, ergonomic design, as well as the two computer screens attached to each workstation, which allow him to conduct X-ray evaluations chairside. He is also happy with the fact that each patient gets his or her own brushing area, which is neatly tucked into the other side of each workspace cabinet.

Kristo said the A-dec delivery units and chairs he selected have also changed the way he envisions treatment at all of his locations. “They have brought standardization to our clinics and greatly improved efficiencies in the way we deliver services.”

Other updates to the practice include the sterilization area, which was reimagined to serve as a hub for the treatment area and further enhances efficiency. Another crucial addition is the treatment >>

coordinator rooms, which feature big-screen monitors where Kristo and his team can present cases to patients and their families.

"I strive to offer the best to my patients and operate a progressive office because I'm passionate about staying on top of the latest trends in the industry," Kristo said. "It's all about making sure the patients get the best orthodontic care available and the best service."

Muellenbach added, "This orthodontic practice is a step ahead in terms of aesthetics and level of equipment. Dr. Kristo is focused on the quality of products and the overall design, and it shows."

#### Right the first time

The actual construction and remodeling of the flagship office was conducted in stages, which allowed Kristo and his team to remain open throughout the process. "Patterson and the general contractor, Royal Construction, did an amazing job in coordinating everything," Kristo said.

Since the new space opened, Kristo and his team have received overwhelmingly positive feedback from patients. "Our patients love it! We have gotten outstanding reviews from all of them about the new look, comfort level and convenience – all the things that draw people here," he said.

Kristo views the new practice as a long-term investment in his business, one that he wanted to get right the first time. "I spend so much time in my workplaces and each one is a huge reflection of me. It's the face of my practice," Kristo said. "As I work to take my brand of orthodontics and make it part of Wisconsin and its communities, I will partner with Patterson because I know they are looking out for me." **PT**

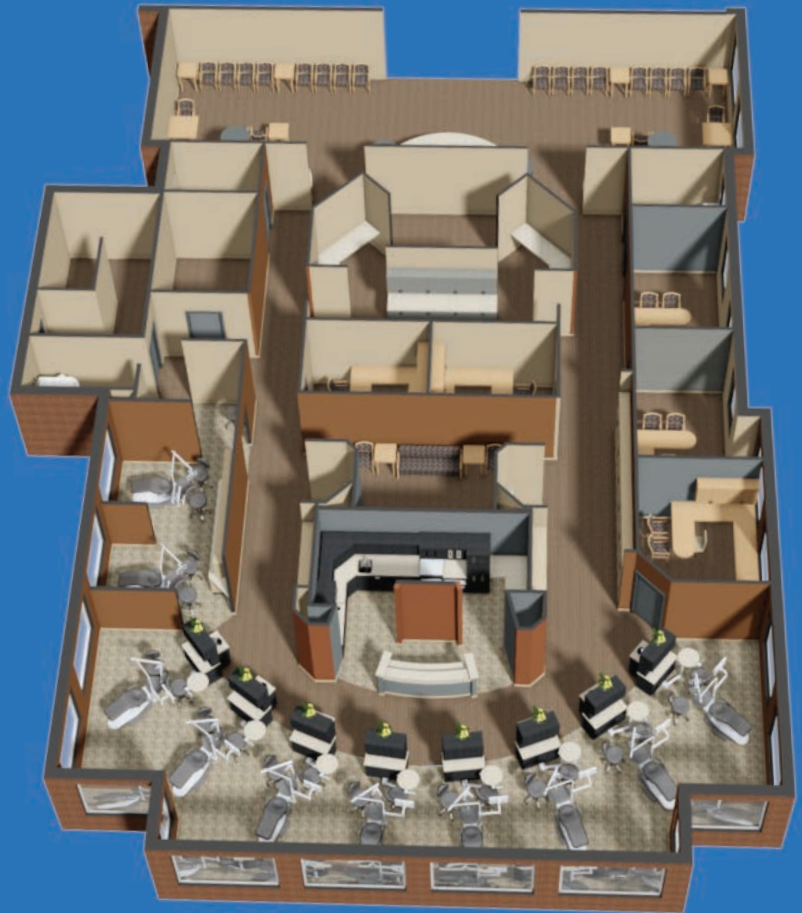
For more information about Kristo Orthodontics, visit [kristoorthodontics.com](http://kristoorthodontics.com).



From left to right:  
Dawn Cunningham,  
Dr. Steve Kristo,  
Mike Muellenbach,  
Nick Abruzzo

#### PATTERSON TEAM

Nick Abruzzo, *Branch Manager*  
Dawn Cunningham, *Territory Representative*  
Mike Muellenbach, *Equipment Specialist*  
Dan Gahlman, *Service Technician*  
Ashley Klis, *Office Designer*



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