



"All along, I felt like I wasn't doing this myself. I had a lot of people to lean on. They knew what they were doing, even when I didn't."
— Jessica Barron, DMD

PRACTICE PROFILE

DENTAL PRACTICE

Barron Family Dental
Thornton, Colorado

Jessica Barron, DMD

OFFICE

2,670 square feet
7 operatories (3 in use)

EQUIPMENT AND TECHNOLOGY

- Air Techniques AirStar 50 Air Compressor
- Air Techniques Mojave V5 Dry Vac
- Midmark M11 UltraClave Sterilizer
- Pelton & Crane 12 O'Clock Cabinets
- Pelton & Crane 3303 Narrow Back Chairs
- Pelton & Crane Assistant's Stools
- Pelton & Crane Dental Lights
- Pelton & Crane Doctor's Stools
- Pelton & Crane Side Cabinets
- Pelton & Crane Spirit 3120 Ellipse Delivery Systems
- Schick 33 Intraoral Sensors



Miles of Smiles

A few minutes into a conversation with Dr. Jessica Barron of Thornton, Colo., and you'll quickly come to understand that she knew since she was little that she was going to be a dentist when she grew up.

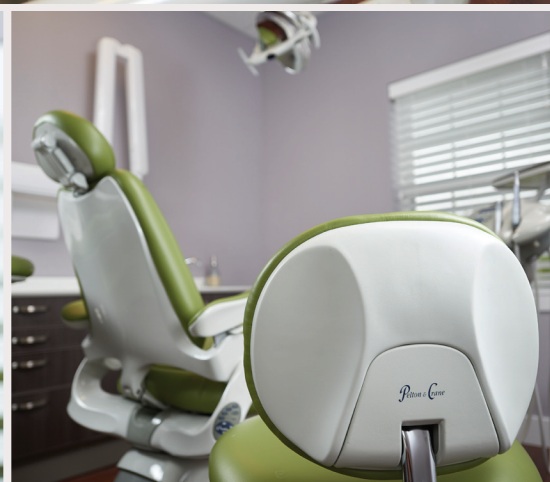
First, she inherited her father's good teeth and beaming smile, so dental visits were always easy and fun – a feeling she imparts in her practice today. Second, she dressed up as a dentist for Halloween when she was in fourth grade. And third, while fellow students in her dental school were going about their work, Barron was geeking out, saying, "Can you believe we get to do this? I can't believe we get to do this!"

So it's no surprise that Dr. Jessica, as patients call her, now owns her own family dentistry practice that contains all the things she's been dreaming about. And it all started with the color called *Sonora*.

"Truthfully, design ideas for my office started with the color I chose for my logo. I wanted soothing and modern greens and grays – the same green as my logo," Barron says. "When I walked into the Pelton & Crane showroom, I saw they had the exact shade of green I was looking for. That started everything."

That chair is the Pelton & Crane Model 3303 Dental Chair with Advanced Comfort Ultraleather Upholstery with Ergo Soothe and Narrow Back. A mouthful of a name to be sure, yet a name that still doesn't >>





reflect all that it is. (See "Beyond Comfort" on page 22 for more.) Nor does it reflect all that it does. For example, one of Barron's clients looked at her incredulously and asked, "Wait, is this chair giving me a massage?"

"I didn't realize that was one of the features until my patient called it out," says Barron. "I knew I wanted to go with Pelton & Crane because of their longstanding reputation and solid ergonomics. These chairs will impact my clients and staff eight hours a day; they have to be comfortable! And the texture of the upholstery? You could take a nap in them. But it was one of my clients who pointed out the massage feature. I thought: *Wow. I just could not have picked a better chair.*"

Sterilization central

Barron notes that in some practices she's worked in, it's hard to discern which instruments are clean or dirty. A bit scary, as today, it seems more important than ever that sterilization and cleanliness be visible to the patients. Barron felt that if she could take that one extra step to help her patients feel more confident, she would. So she chose the Midmark M11 UltraClave Sterilizer.

"It's a beautiful piece of equipment. Why would I want to keep it behind doors?" Barron notes, adding, "My assistant is so happy. She's never had that kind of equipment before. It's pretty and functional, but reassuring, too."

Flow is the operant word

Barron knew she wanted a U-shaped office so patients would come in one way, walk past the open sterilization center then into a private operatory. Each operatory has its own FOCUS Intraoral X-ray system and Schick 33 Digital Sensors so that the whole patient experience could happen in that one room. "I wanted each operatory to be its own environment and for the whole dental experience to take place in that environment. Needs can be personal, so to offer each patient privacy was key."

Privacy is created by one of the practice's main design elements and most talked about features: barn doors that give the office a modern and comfortable feel. She didn't want

it to feel like your average dental practice, she says. And it doesn't.

Each operatory also has two monitors – one on the doctor's side and one on the assistant's side. Both are used as patient education tools as well. It makes working with digital X-ray tools easy and helps patients make good decisions about their dental treatment.

"The intraoral can help you tell the whole story," Barron says. "I would not practice without it. It helps me create an overall treatment plan that a patient can appreciate, understand and actually see."

Flow and fun

Barron's office is welcoming and modern. Her chairside manner is friendly and relaxed. But another key factor to success at Barron Family Dentistry is fun. Not often a word used to describe a trip to the dentist, the word "fun" is used on a daily basis. Why? "Growing up, I thought going to the dentist was easy and fun. I didn't know anything else," says Barron. "I want it to be a positive and fun experience for everyone. I try to create a jovial atmosphere here."

Barron got her DMD from Boston University and loved living on the East Coast during school, saying it felt like a vacation while she was there. Boston, known for academia, has colleges everywhere. It was a great experience, but Barron missed seeing Colorado's mountains everywhere. And home. So days after graduation, she moved back.

"My long-term plan had always been to have my own office. I came back home from Boston with that idea in mind. But, three kids in four years meant it wasn't quite the right timing yet. Once my kids were school age, I started to plan. I knew I wanted to work within the community I live and where I raise my kids. And I'm right in the heart of the people I live and work with. Nothing else felt right until now."

Teamwork

Many doctors who build their own practices have tips for other doctors building practices of their own and Barron is no different. >>





Her advice? Don't wait. "I wish I would have started sooner, because I learned it's not something you're doing alone. I had a whole team of people to help build this practice and it's a great opportunity. Dentistry is always going to be needed and there's a place for everyone."

Barron notes that even during construction, if there were bumps in the road, she was not alone. "It wasn't put on my shoulders. I wasn't bearing the brunt of it alone," she says. "Patterson worked with the contractor and took care of problems when they came up. It's a team approach, designed to help you be successful."

Her team included Territory Sales Representative Kelly Davis, who says, "Dr. Jessica has been an absolute joy to work with. The office is warm and inviting from the staff to the décor. The office is always full of laughter and has a fun and laid-back vibe." Davis says that the several meetings with Barron about equipment, technology and supplies were some of the best meetings she ever had with a client.

"Dr. Jessica's Pelton & Crane equipment is amazing. The color choices make everything pop and the office is gorgeous! She has a modern yet warm feel to the practice," said Davis. And Barron says about Davis, "Patterson made it easy because I had one point of contact with Kelly. I love working with Kelly and Patterson in general. Kelly set up all appointments, got right back to me, kept me within my budget; I wasn't doing this by myself. I had a lot of people to lean on."



Favorite parts of the process

It would seem Barron would point to the front and center Pelton & Crane dental chairs as her favorite thing. Or the modern comfort imbued in the barn doors. But when asked about the best part of her new practice, Barron doesn't hesitate: Eaglesoft. Seldom noticed from a patient point of view, the software follows the patient all the way through their dental experience, from charting to treatment and from billing to payment. Getting to experience Eaglesoft first from an associate side and now from the owner side means Barron appreciates all that it has to offer.



“Eaglesoft really makes my day so much easier. They’ve thought of everything it seems,” she says. “It really streamlines how we do dental care – from big things like installation and set-up to the little things about Eaglesoft like keeping families together.”

Five-star service

Barron cites uniform consistency in customer service across all areas of Patterson and throughout the build and installation process. She likens it to the type of store in which, when you ask for an item, instead of saying, “That’s in Aisle 12,” the customer service person drops everything and *takes* you to Aisle 12.

“I talk to these people and they are so kind. I had a service rep in to install Eaglesoft and asked him if he knew anything about plaster traps. He spent an extra hour helping me with the plaster traps and for him, it was no big deal.” She adds, “You never know what you’re going to get when it comes to customer service. But every one of my reps is so fun!”

Today, Barron hears a lot of “Wow! This is the best experience I’ve had at the dentist!” And it all ties back to her end goal: to make people proud to call her office *their* office; to make them healthier and happier when they walk in the door. Oh, and to have a little fun, too. **PT**

To learn more about
Barron Family Dental,
visit
barronfamilydental.com.



From left to right:
Jay McConnell, Dr. Jessica Barron and Kelly Davis

PATTERSON TEAM

- Feather Moon, *General Manager*
- Kelly Davis, *Territory Representative*
- Jay McConnell, *Equipment Specialist*
- Will Norman, *Service Technician*
- Karen Bennett, *Office Designer*



To watch a video of Jessica Barron, DMD,
scan this QR code with your smartphone.

If you don't have a QR code reader on your phone, there are free apps available for download. Once you've got your free app, point your phone's camera at the QR code and you'll be taken to the video!



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