



# Staffing for Success

Laying the foundation for success with a winning team



At first glance, visitors to Collins Dental Group may revel in the pure expanse and beauty of this new office. Yet, from the perspective of Dr. Dennis Collins, the continual growth and success of this practice center firmly on its foundation – his associates, staff and a united, team approach to meeting the needs of patients.

*Editor's Note: In the Fall 2008 issue of Patterson Today, Dr. Dennis Collins shared how he built his new, state-of-the-art practice in Sycamore, Ill. While this practice's beautiful design is one-of-a-kind, it's the associates and staff of Collins Dental Group that make it truly special. In this issue, we're delving deeper into this story to learn how Dr. Collins built a highly successful dental team.*

The vision Dr. Collins has always had for performing the best dentistry possible included filling his 16-operatory, state-of-the-art facility with the best dentists he could find. Associates Dr. Bryce Deter and Dr. Mary Ann Wines have been with the doctor for 19 and 14 years, respectively. Completing this team of associates is Dr. Amy Newkirk, who has been with the doctor just over a year and Dr. Stephen Woodrick, who joined the practice in 2008.

"I feel that our associates and staff are really owners of the practice, and they conduct themselves in that manner," Dr. Collins explained.

### Similar Ideals from the Start

This highly efficient, tight-knit staff have demonstrated many shared attributes since the day they were hired. This was not an accident. Dr. Collins made sure to hire staff members with similar ideals: a strong desire to grow with the practice and dedication to the community of Sycamore, Ill. "We want them to live here, raise their family here and participate in the local community," said Dr. Collins. "We're a long-term team."

These shared ideals are what have kept Drs. Deter and Wines with the group for so long – and are also what attracted Drs. Newkirk and Woodrick to the practice.

Dr. Newkirk was impressed with the longevity of the staff, some have been with the doctor since he opened his first practice more than 20 years ago. The beautiful new office and cutting-edge technology also played an important role in her decision to join the practice. Dr. Woodrick joined the team just a few months after the new practice opened. Recently retired, he had sold his Sycamore private practice just a few years earlier. But everything changed when he saw the new state-of-the-art office Dr. Collins had created. "I decided to jump back in," he said. "This is just a great place to be."



*"We let people run with their abilities and they come to the plate and do a great job for us." – Dr. Collins*

### Taking Care of the Team

When the time came to build a new practice, designed with the best interests of patients in mind, Dr. Collins also made sure his team was taken care of. On his list of priorities for the new office: large, private office space for his associates, A-dec rear delivery systems that are adaptable for both right- and left-handed doctors (two are left-handed), plus the latest productivity-boosting technology.

At the advice of his Patterson Equipment Specialist, Jim Plescia, Dr. Collins went with Schick digital X-ray and CAESY Patient Education Systems, which integrate seamlessly with his existing Patterson EagleSoft software. Other new additions include a PLANMECA ProMax digital pan and Progeny Preva DC Intraoral X-ray system. "The new technology and the new equipment »





naturally lend itself to someone being able to maximize their abilities and skills with patients," said Dr. Collins.

While the new technology was exciting, it was also uncharted territory for the staff. Dr. Collins worked with his Patterson team to set up a simulated operatory in an unoccupied building within the office park. This allowed the staff to train on the equipment and technology before moving to the new practice. "That enabled our staff to get up to snuff, so we hit the road running," said Dr. Collins. "I won't say it was a fast run, but it was faster than the walk we might have done if we were just learning for the first time in the new practice."

### **Technology Makes a Difference**

In Plescia's opinion, the new cutting-edge technology and equipment have taken Collins Dental Group to the next level. Longtime associates Drs. Deter and Wines agree. "We had a nice office before but the new office is even better because we have all state-of-the-art equipment," said Dr. Wines. "It increases patient case acceptance."

Dr. Deter is especially excited about the switch from film X-ray to Schick digital imaging. "We came from a practice that for years just used film – and we weren't the first to jump on the bandwagon for digital radiography – but now we're comfortable with the equipment we have and it has made a big difference in speed and efficiency in our office," he said.





Nearly every dental specialty is covered by the doctors of Collins Dental Group: Drs. Deter and Woodrick are strong in oral surgery, Dr. Newkirk enjoys working with children and Dr. Wines is skilled at calming dental-phobic patients. While all of the doctors don't consider themselves specialists and refer patients outside of the practice when necessary, these special skills allow them to work as a team and interchange referrals.

**“Everyone brings a different set of skills to the table. We try to let everyone have their individual expertise and I think that helps to promote internal growth in the office.” – Dr. Collins**

### **An Unwavering Vision**

From the front office to the back, mutual respect, pride and appreciation flow freely throughout the 10,500 square feet of this office. The associates and staff credit Dr. Collins for making such a positive work environment possible. “Dr. Collins is a great leader, practice owner and a good person to work with,” said Dr. Wines. “He treats us all with respect and appreciates our input on every aspect of the practice.”

Dr. Woodrick echoes Dr. Wines' sentiments. “Dr. Collins had a vision he wouldn't waver from,” he said. “He gives us room here to practice the way we want to practice. It's like having a mini-practice within a large group and we can all play to our strengths, which enables us to be successful.”

While the beautiful new office and cutting-edge technology and equipment have played a role in attracting dozens of new patients, Dr. Collins believes his associates and staff – and their dedication to patient care – are the foundation of the practice's success. “We have a great facility, a great staff, but most importantly, we have the patient's best interests in mind,” he said. “This practice is our attempt at doing the best we can do for patients right here in Sycamore, Illinois.”

For more information about Collins Dental Group, visit [www.collinsdentalgroup.com](http://www.collinsdentalgroup.com). **PT**

Dr. Woodrick is a huge fan of the intraoral camera, which he uses on virtually every patient. “I use it more than anyone else here,” he said. Another office favorite is the 37" flat-screen monitors in every operator, which enable patients to easily view their digital images and watch CAESY Patient Education Systems videos. “The technology helps me everyday,” said Dr. Newkirk.

### **A Group of Individuals**

As part of the practice's team approach to patient care, Dr. Collins encourages his staff to pursue their interests and areas of strength. This freedom not only boosts morale, but also makes for a highly effective team. “Everyone brings a different set of skills to the table,” he said. “We try to let everyone have their individual expertise and I think that helps to promote internal growth in the office.”

Dental “experts” exist around every corner of the sprawling practice. The office's whitening pro knows more about bleaching methods than any of the doctors, and the sterilization specialist understands her area inside and out. “We let people run with their abilities and they come to the plate and do a great job for us,” said Dr. Collins.