

Built On Trust

For Dr. Jennifer Wynn, her Patterson team is an extension of her practice family. The trust and open communication between her and Territory Representative Leslie Wilson and Equipment Specialist Stan Sitzmann is what has enabled her to grow her practice from one to six locations, the most recent of which is a corporate office location/treatment facility in Salinas, Calif.

San Francisco Branch Territory Representative Leslie Wilson has worked with Patterson Dental for more than 30 years. Her philosophy is to carefully listen to clients to help them achieve their practice dreams and goals and, in this way, she has helped hundreds of doctors throughout Northern California.

Wilson first met Jennifer Wynn, DDS, 16 years ago, when the doctor was starting her own practice and she and her husband, Tony, were looking for the right dental company to partner with.

"In the beginning, our relationship [with Leslie] was strictly superficial, just as our previous contacts with other dental supply companies. We quickly realized that Leslie was very special and not just your ordinary 'sales rep,'" Wynn said. "Tony and I decided, in order for our business model to thrive, we needed to invest in our partnership, to build a deep level of personal and professional trust."

Starting with that first meeting, Wilson worked to earn the doctor's respect by being honest and open with her. This, Wynn said, has resulted in a partnership that not only supports the needs of Wynn Dental Care but has helped her to create a vision that has enabled her to grow.

"Patterson has been with us since day one as we evolved from a single HMO/medical practice to a spa-boutique office to a multiple facility corporate practice with a private-practice feel," Wynn said. "Patterson understands our business vision as we reinvent ourselves to meet the market demands of the ever-changing economy."

Patterson Equipment Specialist Stan Sitzmann has also become part of Wynn Dental Care's trusted team. He began working with Wynn at the start of her career and helped her to build her first practice. Since that meeting, Sitzmann has helped Wynn open five additional offices. >>

Practice Profile

DENTAL PRACTICE
Wynn Dental Care

Jennifer Wynn, DDS

OFFICE
Salinas, California
Square feet: 7,000
Ten operatories

EQUIPMENT AND TECHNOLOGY

- Air Techniques AirStar 70 Compressor
- Air Techniques VacStar 80H Vacuum System
- CEREC System
- Digital Doc Iris Intraoral Camera
- Midmark Assistant's Stools
- Midmark Biltmore Classic Chair
- Midmark Dental Lights
- Midmark Dentist's Stools
- Midmark M11 UltraClave Sterilizer
- Midmark Procenter Delivery Systems with Assistant's Instrumentation
- Midmark Ultracomfort Chairs
- Midwest Tradition High-Speed Handpieces
- PLANMECA Intraoral X-rays
- SciCan Statim 5000 Cassette Autoclave
- Sirona GALILEOS Comfort

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"Dr. Wynn has a team of people provided by Patterson that helped to build all of the Wynn Dental Care projects. In all those projects, I played the role of quarterback, overseeing the progress of the build out and making sure that errors were minimized," Sitzmann said.

A growing business

In 2011, Wynn determined that she needed a corporate office location, where she could train staff in the company's philosophy. "Our mission is to always give our patients more than expected by treating them with trusted, caring and affordable care. Our vision is to provide professional services with retail hours and to change the way dentistry is delivered in this country one office at a time," Wynn said.

Training staff to follow that mission has helped lead to success not only for the business, but for staff as well. "Dr. Wynn thinks of herself as an inspirational coach and is committed to helping the staff grow financially and personally," Wilson said. "She thrives on finding the best associates to join her Wynn Dental Care family and supports their educational needs at the highest level."

In addition to creating a space for educational opportunities for her staff, such as guest speakers, Wynn also wanted to create a treatment space to serve the residents in the southern part of Salinas. She decided to combine corporate training and patient treatment into one facility, and purchased a vacant building with 7,000 square feet, more than enough room for 10 operatories and the corporate offices she desired.

In May 2011, Sitzmann brought together a team of contractors, an office designer and installers that had worked together on Wynn's other practices. "While we will honor anyone the doctor may want to use, it is my experience that a project will be more successful if all the tradespeople have worked together and understand how we each work," Sitzmann said.

He also helped Wynn equip the facility with the latest equipment and technology, including GALILEOS 3D cone beam. "With the GALILEOS, Dr. Wynn and her team have the ability to diagnose things they otherwise would never see, allowing them to give their patients the ultimate care," Sitzmann said. "Seeing things in 3D is a game changer."

For the operatories, Wynn selected Midmark delivery units, lights, chairs and stools for comfort and convenience.

By December 2011, the new facility was open to staff and *(continued on page 54) >>*



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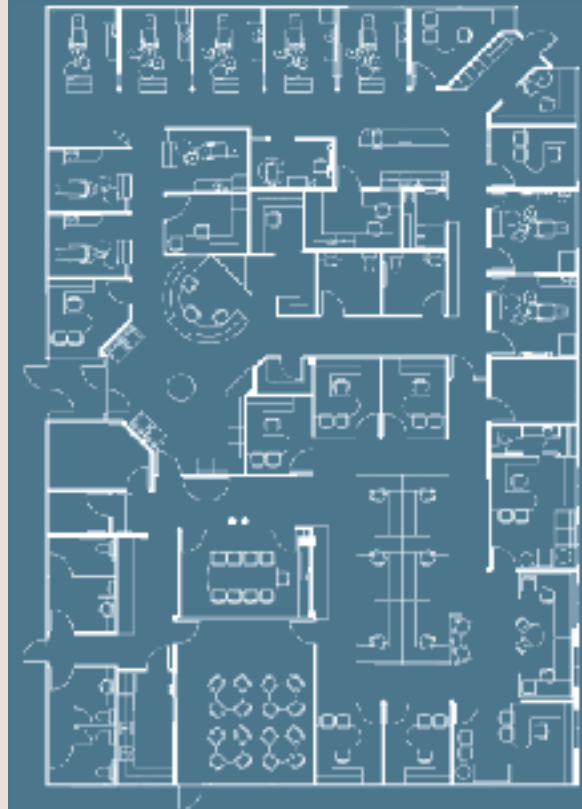


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clients. Wilson describes the new office as warm and welcoming, and filled with local artwork celebrating the natural beauty of the Salinas and Monterey areas. Each of the Wynn Dental Care practices has a theme and a similar look and feel, she says, though they can stand on their own apart from the others.

A part of the family

For Sitzmann and Wilson, the joy in working with Wynn comes not only from seeing her practices built well and run smoothly. "Dr. Wynn and Tony do something that is very rare. They reward not only their staff members but also their Patterson family," Sitzmann said. "When they invited me and Leslie to their first annual Christmas party, where they celebrated their accomplishments over the previous year, I was truly honored to be considered part of their family team."

Wynn explained why she feels it's important for her relationship with her Patterson team to be about more than business. "We have to give special credit to Leslie and Stan for their dedication to promote, protect and support the goals, purposes and interests of Wynn Dental Care and our team," Wynn said. "Our business relationship is based on a mutual respect and a win-win mindset for both parties. It's not about making a commission or getting the cheapest product or equipment."

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Each year, Wynn provides special recognition to her staff members and, in 2010, presented an award to Wilson for her support and contribution to the success of Wynn Dental Care. The award, said Wynn, recognizes an individual who makes a difference in the lives of others. "The person who receives this award believes in growing others and that results in a life-changing commitment."

"Dr. Wynn introduces me to others as one of her business partners, which makes me feel great," Wilson said. "I know she relies on me to be sure the inventory is under control and on budget, and she knows I have her best interests at heart." **PT**



From left to right:
Paul Lang, Joe Pennisi, Robert LaRocca, Leslie Wilson,
Dr. Jennifer Wynn, Tony Wynn, Stan Sitzmann,
Brandon Correa and Renmin Cadorna

PATTERSON TEAM

Joseph Pennisi, *Branch Manager*
Leslie Wilson, *Territory Representative*
Stan Sitzmann, *Equipment Specialist*
Robert LaRocca, *Service Manager*
Brandon Correa, *Service Technician*
Keith Wilson, *Service Technician*
Paul Lang, *Service Technician*
Renmin Cadorna, *Technical Service Technician*

For more information about
Wynn Dental Care,
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