

# CHANGING LIVES EVERY DAY

THE MEANING OF PATIENT EXPERIENCE, PRACTICE LIFESTYLE



**JENNIFER CANIZARO**

Office Manager, Endodontic Specialists | Metairie, La.

At its core, dentistry is about people.

Sure, it's about teeth. It's about how patients' oral health affects their overall health. It's about relieving pain. It's about educating the next generation about oral health, and hoping they pass that on to the generation that follows.

But mostly, it's about people.

That's the idea that's behind Patterson Dental's focus on Patient Experience, Practice Lifestyle<sup>SM</sup>. What is Patient Experience, Practice Lifestyle? It's Patterson's promise as a comprehensive partner: enabling dentists to make their patients happier, their staff more fulfilled, and their work lifestyle more satisfying.

Part of Patterson's promise is offering innovative and industry-leading equipment and technology. Both are growing in importance as patients place additional value on the in-office experience. Practice staff members' lives can change with time-saving, game-changing equipment and technology. To Jennifer

Canizaro, office manager at Endodontic Specialists in New Orleans suburb Metairie, La., technology is key to practice and staff growth.

"I like to be on the cutting edge of everything," Canizaro said. "When I started as office manager, I made equipment and technology a priority."

Like many practices, it's always a goal of staff at Endodontic Specialists to make the patient experience as comfortable as possible. The impact on patients is readily apparent. "When they come in, they're very apprehensive. They're sometimes in tears, very nervous," Canizaro said. "When they leave, we say all the time, I wish we had a recorder at the checkout desk because they say, 'Oh my gosh, this was such a nice environment, you have the best equipment, this was so much easier than I thought it would be.'"

Similar moments occur in practices nationwide every day. Those are the moments that energize dentists and staff members and remind them of why they're in this industry. Patterson Dental President Paul Guggenheim believes focusing on patient experience can help

generate those moments more frequently. Patterson customers see it every day. By keeping a focus on enhancing the patient experience and practice lifestyle, dentists have the power to change lives of both their patients and their staff.

Matthew Healy, DDS, owns Tiny Teeth Pediatric Dentistry (featured on page 28) in Wichita, Kan. While Healy was building his dream practice, he invested in equipment and technology to transform the experience for his patients and the day-to-day work of his staff. Regardless of professional experience, every staff member was blown away.

“My staff members come from many different backgrounds. They all have different history in this industry,” Healy said. “And they all love the new technology. It’s so easy to do so many different things. The staff absolutely loves it, and we are so efficient because of all the things they’ve embraced.”

Patterson’s dedication to giving dental practices the power to change lives extends from equipment and technology to supplies, financing, technical service and support. Patterson is committed to advancing the industry and always looking to enhance staff



**DR. ED HOOD**  
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**DR. MATTHEW HEALY**  
Tiny Teeth Pediatric Dentistry | Wichita, Kan.

development and growth opportunities – including Diamond Sponsorship of the American Association of Dental Office Managers (AADOM). As the nation’s largest association for dental practice managers, AADOM’s mission is to improve practices and the lives of those working in them through education and networking – as a Diamond Sponsor, Patterson believes in that mission.

It’s all part of what Patterson views as a responsibility to change the lives of patients and staff. In doing so, dentists are positioned to change as many lives as possible now and into the future. Ed Hood, DDS, owner of Hood Dental Care in Denham Springs, La., believes Patterson takes that responsibility seriously.

“Patterson knows technology,” Hood said. “You can see it in the companies they partner with. For me, it’s been a relationship that was built over the years that I value. They’re in so many practices – they know what other people have done and what they’re doing. Why not lean on that information? They’re not just a supply company. They’re part of the team.”

A team is only as good as its people, and when those people are together dedicated to enhancing the patient experience and practice lifestyle, they change more lives. Everyone succeeds. Because, at its core, dentistry is about people.