

*“Our ability to be more efficient and see more emergencies with more capacity is key to our growth. And the more we grow, the more we can give back to our community.”* – Heidi Reuter, DDS



## PRACTICE PROFILE

### DENTAL PRACTICE

Reuter Family Dentistry  
Wadena, Minnesota

Heidi Reuter, DDS

### OFFICE

3,400 square feet; 5,200 with training area and employee lounge included  
8 operatories (6 outfitted)

### EQUIPMENT AND TECHNOLOGY

- A-dec 1622 Assistant's Stools
- A-dec 332 Traditional Delivery Systems
- A-dec 511 Dental Chairs
- A-dec 542 Delivery Systems
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Accessory Consoles
- A-dec Assistina Handpiece Maintenance System
- A-dec Central Consoles
- A-dec LED Dental Lights
- A-dec Monitor Mounts
- A-dec Preference ICC Sterilization Center
- A-dec Treatment Consoles
- Air Techniques AirStar 20 Compressor
- Air Techniques Mojave V5 Dry Vac
- Air Techniques Polaris Intraoral Cameras
- Eaglesoft Practice Management Software
- Midmark M11 UltraClave
- Midmark Preva DC Intraoral X-rays
- Porter Manifold System
- Porter MXR-1 Flushmount Flowmeters
- Schick 33 Digital Sensors
- SciCan Hydrim Dental Washer
- SciCan Statim 2000

*This practice is a Patterson Advantage® Platinum member.*





# Modern Comfort

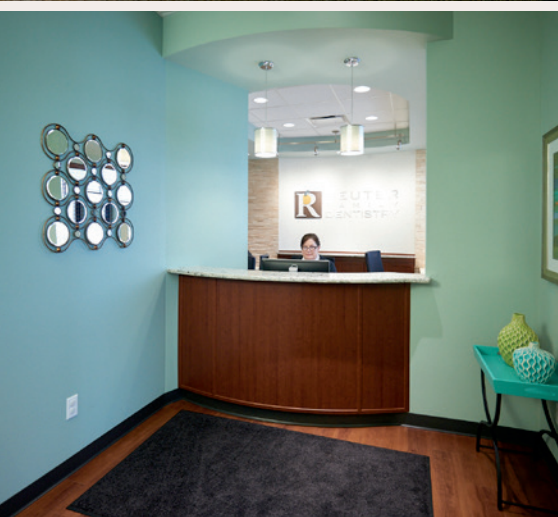
*For Reuter Family Dentistry, it's all about location, location, location. And comfort, comfort, comfort.*

Heidi Reuter, DDS, of Reuter Family Dentistry is a busy professional. Reuter runs a solo practice in her hometown of Wadena, Minn., is raising three children with her husband, and is highly involved in both her professional and personal communities. She's also dedicated to advancing her dentistry by staying at the forefront of new advances in dental procedures and technology.

Reuter's first practice was about 1,200 square feet and had four operatories. She and her team made it work for five years, but were sometimes bumping into each other – literally. Certainly this was not the most efficient way to practice dentistry.

When she had time to stop and think about growing her practice, Reuter kept going back to her patients, thinking about the type of experience they would want when going to the dentist. She began to formulate an idea for complete patient comfort, beginning in the parking lot, continuing throughout check-in and reception, then carrying through to the patient's time in the dental chair – all in a new, efficient and modern building. >>





Today, Reuter is in a new office nearly triple the size she and her team previously occupied. Only about three miles down the road, but located on a busier street, the new practice was designed in conjunction with her Patterson team to streamline flow, increase the day-to-day efficiency and follow ergonomic best practices for patients and team.

With so many decisions to make – from floor plan to number of operatories to how to equip each of them – how did Reuter begin? “I’ve known about Patterson and A-dec since dental school. I knew I could start there. Both companies have a reputation I trust, so it was a matter of assembling a team.” So Reuter assembled her team.

### The start of something good

Reuter graduated with honors from the College of St. Benedict, then earned her Doctor of Dental Surgery degree from the University of Minnesota School of Dentistry, graduating in the top of her class. After practicing in larger cities in Minnesota, Reuter made the decision to return to the small town of Wadena to practice dentistry and raise her family.

Being the only doctor at her practice meant little time for meetings. Equipment Specialist Kevin Muhonen, A-dec representative Scott Beltz and Patterson Territory Representative Tony Hansen met with Reuter and her husband, Ryan Reuter (also Reuter Family Dentistry’s CFO and practice manager) on Dr. Reuter’s day off at the couple’s home. Conversations always began with, and centered on, patient comfort and team efficiency.

First, the team drafted floor plan drawings for the Reuters to review and revise, until a plan was finalized. Then, the Patterson team kicked it up a notch, moving the drawings into DesignEdge, Patterson Dental’s exclusive 3D office design service. DesignEdge takes 3D renderings to the next level by allowing doctors to virtually walk through their new office. In doing so, the Reuters’ plans went from drawing to experience in an entirely new way.

“This new technology is the first of its kind for the dental industry,” said Hansen. “It helps dentists truly experience what their new office will be like.”

Once the DesignEdge plans were finalized, choosing the equipment and tools came next. Because of her experience in the smaller office, Reuter knew she wanted a centralized sterilization area and streamlined operatories. She wanted her team to have easy access to both, and for her patients to be able to see both, so they would be reassured that everything in the office is clean and up to date.

Because of Reuter’s busy schedule, she couldn’t accompany Hansen and Beltz to visit A-dec in person to try out the equipment she was considering. But, after the Reuters did their homework, they always came back to trusting Patterson and A-dec – despite shopping the competition.

“I know both companies. I trust them both. I ordered my equipment knowing that A-dec means quality. I just knew it would work,” Reuter said.

And it did. Patients love the thin, comfortable backrest of the A-dec 511 chair. The ergonomics keep the team healthy, reducing back and neck pain. The look is modern and ties into the feel of the whole office. And patients are noticing.

### Overall goal was overall comfort

“Dr. Reuter’s goal was for the patient to not feel like they are going into a dental office. With everything so neat and clean, it really doesn’t feel like you are sitting down for a dental procedure. She has all the dental items stored in A-dec cabinetry so the overall feel is one of modern comfort,” said Hansen, Reuter’s territory representative since 2013. “She thought about patient comfort throughout the office and spent hours and hours making sure she created an office that

functioned well for her and her team, and made sure the patient felt comfortable.”

That feeling of modern comfort begins indeed in the large parking lot. The practice is easy to access, and there’s a can’t-miss street sign and a welcoming entrance.

Once inside, patients are greeted with a warm welcome from the receptionist, matching the warm colors selected for the office. Since Reuter Family Dentistry caters to families, the reception room includes a quiet section and a separate children’s section, complete with television and toys.

Coffee and tea, a soothing water feature and even a massage chair help patients relax before they’ve even been ushered into the treatment area.

### Comfort through and through

The new practice has eight operatories – and even more windows.

“Our old office had only one window. It felt like I’d come to work in the dark and leave in the dark and it was dark all day. Here, the dental team and the patients can enjoy nature and feel part of their environment. The windows are large and give an expansive feel,” said Reuter.

The operatories were designed to maximize the view, but privacy, function, efficiency and ergonomics also had to be factored in. Reuter wanted people with disabilities to have easy access, and to include a family operatory with seating for parents accompanying their children.

Using A-dec cabinetry was key to giving each operatory the modern comfort feel and allowing for more operatories in a smaller space. Reuter and her team also keep tools wrapped and stored in each operatory, assuring patients that everything in-office is sterile and planned out in advance of their visit. Tools and equipment are hidden away, so as patients enter the space, they are not greeted by a set of instruments, but with a large, comfy A-dec 511 chair. And of course, a great view of the great outdoors. >>





The A-dec sterilization center is centrally located to decrease the amount of time it takes to move between the operatories and sterilization area, which also has an open concept. Patients are able to see the sterilization center and feel at ease. The lab is located next to the sterilization center, again for ease of use and easy access for the entire team.

Reuter also planned a calming environment for her team, with a large break room in the lower level, as well as a separate room used for continuing education training and office get-togethers.

#### High tech. High pride.

This office is streamlined digitally, too, starting with Eaglesoft practice management software, seamlessly moving patients from check-in to treatment.

Schick 33 digital sensors allow for an efficient digital experience for patients and the team, easily capturing digital images and seamlessly integrating them with the patient record. For patient X-rays, Reuter selected Midmark Preva DC intraoral, with units that affix to the A-dec cabinetry in each operatory, so the patient doesn't need to leave the chair to have X-rays taken.

Being all digital makes it easy to conduct continuing education classes, as well, as vendors can simply plug into the system and project their class on the monitors in each operatory. The combination of open space, great views and the latest in technology has made a big difference in morale. According to Dr. Reuter, "We have more pride in what we offer. The team feels that way, too."

#### Business is booming

Though the practice had its official grand opening less than a year ago, it has already experienced significant growth. The new location on a busy street is one factor. Going from

a small office to a spacious practice with eight operatories is another. Community support is yet another.

“Our ability to be more efficient and see more emergencies with more capacity is key to our growth. And the more we grow, the more we can give back to our community. For example, on Give Kids a Smile day, we can see even more people now,” Reuter said.

Patterson Equipment Specialist Kevin Muhonen agreed. “Dr. Reuter and her husband Ryan wanted to ensure this space would work for many years into the future, as well as increase patient comfort. Tony and I enjoyed working with a couple so engaged and committed to their patients.”

Hansen added, “I can’t tell you how much I enjoyed working with Dr. Reuter and Ryan Reuter. There were a lot of steps involved in helping them achieve their dream, and to see Dr. Reuter and her guests smiling the entire night of her open house – it’s why I love working for Patterson.”

### Sooner rather than later

So what advice does Reuter give for others in terms of expanding your practice and growing your business? Surprisingly, Reuter’s answer is that she wishes she had done it sooner.

“It’s a big investment, but you can’t do it soon enough. Five years of waiting was too long. It worked out well, and I don’t have regrets.” Reuter said. “The thought of building a practice was intimidating because we were already very busy without the task of building a new facility. Having the right people to help us was crucial.”

“Tony and Kevin really went above and beyond to help on every part of this process,” Reuter added. “I could call Kevin at any time and he would figure it out. I can’t say enough about how helpful they were.”

Perhaps a patient comment on the practice’s social media feed sums up the modern comfort of the new office best: “The dental chairs are very comfortable ... PLUS, they have Netflix!” **PT**



From left to right:  
Kevin Muhonen, Ryan Reuter, Dr. Heidi Reuter, Tony Hansen, Jared Bye and Brad Brause

## PATTERSON TEAM

Jared Bye, *General Manager*

Tony Hansen, *Territory Representative*

Kevin Muhonen, *Equipment Specialist*

Brad Brause, *Service Technician*



Visit [pattersontoday.com](http://pattersontoday.com)  
to take a virtual tour of this practice!