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My vision was to create an office that avoided the appearance and feel of a typical dental office, but rather to create an office with a modern and high-tech atmosphere similar to modern silicon valley technology companies. The Dentsply Sirona Treatment Centers team worked with me to design an office where the dental equipment was the focalpoint of each operator”

-DR. APEKIAN

DENTAL OFFICE DESIGNS THAT DELIVER

How Midtown Dental Increased Profits and Patients

KEY STATS ACHIEVED BY MIDTOWN DENTAL FROM 2016-2020*



100+ NEW PATIENTS
per Month**



OVER 109% INCREASE
in Yearly Collections



*Data based on information provided by Midtown Dental.

** March, April & May 2020 omitted due to COVID closure

A SUCCESS STORY IN DIGITAL DENTISTRY

Midtown Dental is an 11 operator practice in Sacramento, California and is owned and operated by Dr. Jenny Apekian. In 2017, Dr. Apekian created a state of the art dental office with Dentsply Sirona's Treatment Centers and Cabinetry. Midtown Dental went from 4 operatories to 7 in 2017, and then to 11 operatories in 2020. The office continues to see success with patients and dental procedures today.

THE CHALLENGE:

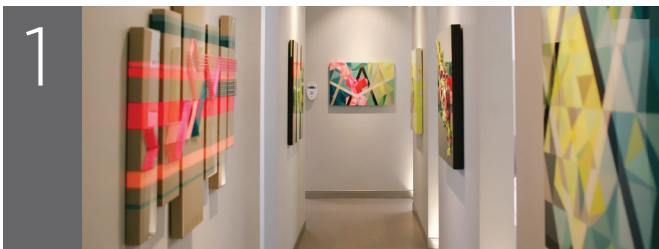
Interrupted workflows

Prior to the 2017 redesign of Midtown Dental, the digital workflows that were used lacked the physical efficiencies to make each appointment seamless. There was a missing piece to the digital workflows which was the efficient, physical implementation and execution of the treatments.

THE SOLUTION:

Intelligent Treatment Centers with Integrated Dentistry from Dentsply Sirona

Using Dentsply Sirona's Treatment Centers and Cabinetry solutions allowed Midtown Dental to connect the patient experience to digital technology. The clinical team was able to increase efficiencies by implementing processes to streamline cumbersome tasks such as setting up operatories and inventory management. It also provided the ability to implement new clinical treatment, such as adding endodontic procedures to a restoration appointment and offering patients added value and comfort, without the need to reschedule.



1 Midtown Dental created a practical, efficient floorplan that features artwork from Dr. Apekian to create a welcoming environment for patients. The floorplan streamlines the patient experience from the time they walk through the front door and through post-appointment follow up.



2 A centralized sterilization ensures instruments are sterilized and processed from all areas of the office. Additionally, centralized storage allows the clinical team to organize and access supplies that are needed for any procedure setup.



3 The treatment centers are the focal point of every operatory at Midtown Dental. Each operatory utilizes a single-entry point to allow for a more spacious environment for staff to work in, and patients to be treated. Since the treatment centers integrate endo and implant functions seamlessly, there is no need for unnecessary equipment. Cassettes and tubs are easily stored within the cabinetry to promote a clutter-free operatory experience.

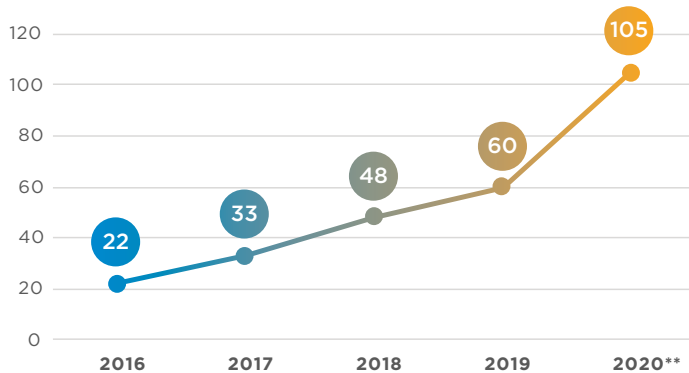


THE RESULTS:

A 377% increase in new patients per month and over 109% increase in yearly collections.

After investing in her first dental practice in 2013, Dr. Jenny Apekian decided to relocate, remodel and rebuild her practice in Sacramento, California with the Dentsply Sirona Treatment Centers and Cabinetry. Three years later, Dr. Apekian and her team have grown Midtown Dental by utilizing technology to enhance the patient experience and providing a broader procedure offering in house. In addition, the use of social media, patient testimonials and referrals further enhanced their success which has resulted in a 377% increase in new patients per month and an 109% increase in yearly collections.

New Patients per Month*



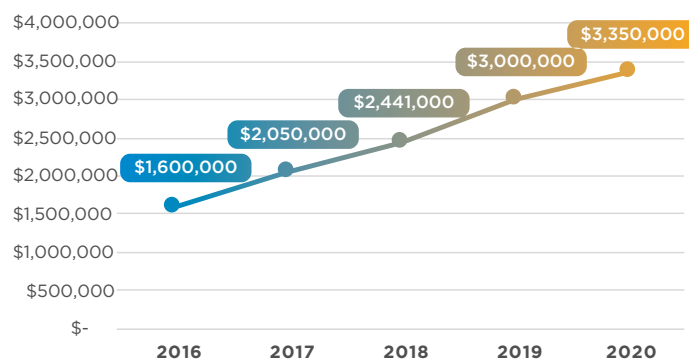
100+ NEW PATIENTS
per Month

Midtown Dental has seen an increase in new patients per month since the redesign of the practice in 2017.

*Based on monthly averages

** March, April & May 2020 omitted due to COVID closure
2017 install, DS Treatment Centers

Collections per Year



109% INCREASE
in Yearly Collections

Since 2016, Midtown Dental has increased yearly collections to \$3,350,000.

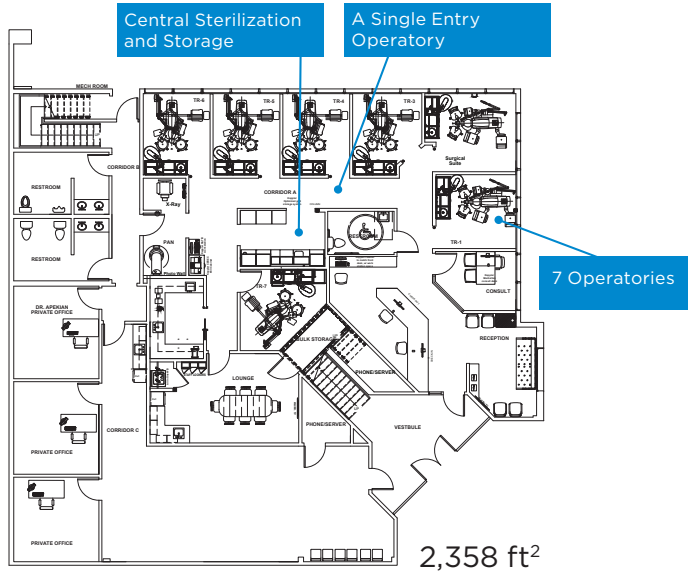
2017 install, DS Treatment Centers

THE DESIGN

THE UNEXPECTED RESULT!

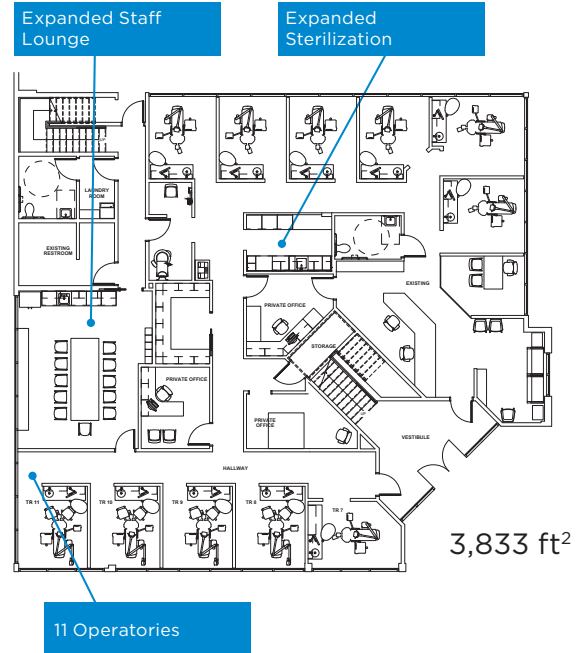
2017 Design

In 2017, Midtown Dental opened their location with Dentsply Sirona's Treatment Centers, expanding from 4 operatories to 7, with 2,358 square feet.



2020 Design

In 2020, Midtown Dental expanded from 7 operatories to 11, with 3,833 square feet.



Midtown Dental's Products include:

Dental Chairs

- 3 - Teneo Treatment Centers
- 8 - Intego Treatment Centers

Dentsply Sirona | Kappler Cabinetry:

- CEREC® MC Milling Cabinet
- 11 - Componera Operator Cabinets
- Front Desk
- Sterilization
- Lab
- Staff Lounge

Imaging Equipment:

- Heliodent Plus
- Orthophos SL-Ai
- Schick 33

CAD/CAM Equipment:

- Primescan™
- CEREC® Omnicam
- CEREC Primemill
- CEREC MC X

Other Products Used:

- Astra Tech Implants EV*
- ProTaper Gold® Endo System
- Essix plastics
- Drufomat
- Midwest® electric handpieces

“ The Dentsply Sirona Treatment Centers and technology have allowed my practice to grow more quickly than I could have ever imagined. Three years after our initial installation, we are expanding Midtown Dental to include 4 more operatories to meet the growing demand.”

-DR. APEKIAN

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The data used in this study was provided directly from Midtown Dental.

Please be aware that the customer testimonial featured in this publication is an individual experience, reflecting the real life experiences of a single dental professional. The testimonial is not necessarily representative of all those who will implement these products in their practices, and Dentsply Sirona does not guarantee any particular result. The information provided does not, and is not intended to, constitute legal, tax, or financial advice; instead, all information, content, and materials made available are for general informational purposes only. Readers should consult their own legal, financial, tax and other advisors for specific information impacting their practices. The professional giving a testimonial may have been compensated for use of her experience. All liability with respect to actions taken or not taken based on the contents of this piece are hereby expressly disclaimed.