



**EXPERT DESIGN + INDIVIDUAL ATTENTION**

“We welcome any and all project visions, no matter how expansive or seemingly modest.”

—Dr. Jeff Carter (Co-Presenter)

“I knew I wanted to practice in a facility that reflected my quality of work. When we went to the ImpactDesign workshop, I realized that it was an option and that we could. We could do what we dreamed of.”

—Dr. Krystal Gillis (Workshop Attendee)



**REGISTER TODAY**

**VISIT [MIDMARK.COM/IMPACTDESIGN](https://midmark.com/impactdesign)**

Because we believe your experience should be as comfortable as it is inspiring, courses are hosted in many beautiful locations throughout the US. Choose yours at [midmark.com/impactdesign](https://midmark.com/impactdesign).



**IMPACTDESIGN™**  
transform your dental brand experience

**PROGRAM OVERVIEW**

If you're thinking about remodeling or building a new office that reflects your brand, join us for expert, hands-on guidance to help you:

- Build your brand through design
- Develop workflows to complement your unique practice preferences
- Plan a budget and identify financing strategies
- Manage the construction process

In addition to solving your dental design-related practice challenges, you'll receive **CE credits** from the Practice Design Group upon completion.\*



\* This activity has been planned and implemented in accordance with the standards of the Academy of General Dentistry Program Approval for Continuing Education (PACE) through the joint program provider approval of the Practice Design Group and Midmark. The Practice Design Group is approved for awarding FAGD/MAGD credit.  
Approved PACE Program Provider FAGD/MAGD credit. Approval does not imply acceptance by a state or provincial board of dentistry or AGD endorsement. 5/1/2018 to 4/30/2021. Provider #307644



# DREAM BIG. Achieve Bigger.

Building a successful dental practice takes careful planning and some big dreaming. You're invited to an event where dreams meet reality.

Giving you personalized strategies that go well beyond the practice management tools you learned in college, the ImpactDesign workshop helps you define, refine, and achieve your practice goals through effective dental office design principles.

Led by Dr. Jeff and Pat Carter, IIDA, of Practice Design Group (PDG) and sponsored by Midmark Corporation, this workshop will give you the information, resources, one-on-one guidance, and confidence to take the next step toward creating your ideal dental practice.



## WHAT YOU WILL LEARN

# CREATE YOUR DREAM OFFICE

Your brand is your identity, and during this workshop, you'll learn how to build that unique brand through office design. Experienced consultants will work with you to define your goals, create a plan, and bring your dream to life.

From learning how to determine your needs for space, layout, and equipment to setting a budget and even identifying who to hire for the job, you will be fully equipped to design a practice that best reflects you and your priorities.

Are you further along in your planning? You'll learn strategies that can help you avoid costly mistakes as you move forward.

## COURSE OBJECTIVES

- Clarify your dental practice vision
- Identify functional and aesthetic criteria specific to your practice
- Recognize design principles and how they apply to your practice:
  - + Floor plan zoning
  - + Appropriate square footage
  - + Space size and adjacencies
- Review typical inefficiencies in dental office floor plans
- Reveal common dental office design mistakes
- Consider plan options to optimize your facility outcome
- Select performance-driven interior finish materials
- Address lighting options appropriate to your dental facility

## MEET THE PRESENTERS

In 2002, Dr. Jeff and Pat Carter founded the Practice Design Group as a collaborative and innovative design resource for dentists. The Carters focus on helping dentists achieve highly functional and technologically advanced facilities that are unique to each practitioner's vision and sensitive to the patient experience. To date, Practice Design Group clients have won 16 national design awards.



**JEFF CARTER, DDS**

*Dr. Jeff Carter graduated from the University of Colorado School of Dentistry and practiced for 17 years. As a practicing dentist, Dr. Carter personally experienced the stress of working in poorly designed dental facilities. He transitioned to full-time dental office design over 20 years ago and is driven by the same desire today to help other dentists realize the benefits of a well-designed facility.*



**PAT CARTER, IIDA**

*Pat Carter graduated from the University of Tennessee with a degree in Interior Architecture. She was formerly vice president of T.H.E. Design, Inc., a dental specialty design company. For more than 40 years, Pat has focused exclusively on the unique design challenges of the practicing dentist.*