



IMPACTDESIGN™

transform your dental brand experience

A seminar on efficient, effective design presented by Dr. Jeff and Pat Carter.



Sponsored by



OVERVIEW

Set a Strategy for Success

Making your dental practice as successful as it can be is a big job—one that extends well beyond the elements of practice management that you learned in dental school.

The ImpactDesign seminar, led by Dr. Jeff and Pat Carter, IIDA of Practice Design Group (PDG) and sponsored by Midmark Corporation, can help you achieve your ideal dental practice through a personalized, interactive discussion about efficient, effective dental-specific design principles.



OVERVIEW CONTINUED

Whether constructing a new space or refreshing an existing practice facility, you'll receive hands-on guidance on topics such as:

- BUILDING YOUR BRAND THROUGH DESIGN
- DEVELOPING WORKFLOWS TO COMPLEMENT YOUR UNIQUE PRACTICE PREFERENCES
- DESIGNING FOR OPTIMAL EFFICIENCIES AND ERGONOMICS
- PLANNING A BUDGET AND IDENTIFYING FINANCING STRATEGIES

In addition to a consultative approach to solving your dental design-related practice challenges, you'll receive Continuing Education credits* from the Practice Design Group upon completion.

“ I really feel that this is an absolute experience everyone building an office should do!”

— DR. WEBBERSON

Expert Design and
Individual Attention.

WHAT YOU'LL LEARN

Create Your Dream Office

During this workshop, you'll learn specific design approaches to help you build your brand. We'll help you define your own unique design strategy and identify the best ways to bring your vision to life.

If you're further along with your plans, you'll learn strategies that may help you avoid costly mistakes as you advance your project.

The Carters will interact with you about your specific needs and practice throughout the seminar, and you are encouraged to bring your floor plans to the course for their review and input.

Visit us online at midmark.com/impactdesign

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



SEMINAR LEADERS

Meet the Leaders

Dr. Jeff and Pat Carter

Each with more than 35 years of dental and design experience, **Dr. Jeff and Pat Carter** have led more than 250 dental seminars to help dentists improve their practices— and ultimately their patients' experiences.

Well-versed in both the functional and aesthetic challenges of a dental practice, the Carters provide a unique, thorough and experienced approach that helps you understand and address specific concerns you may have about your dental practice facility.

Pat Carter, IIDA, is an NCIDQ registered interior designer with a degree in interior architecture. Jeff Carter, DDS, is a graduate of the University of Colorado School of Dentistry. Dr. Carter practiced on his own and as a member of a large group practice and maintained an active dental license for 17 years. Together, they have been involved in the design and construction of more than 3,000 dental facilities.

In 2002, Pat and Jeff formed Practice Design Group (PDG) as a solution for dentists seeking a collaborative and innovative design resource. PDG continues to focus on improving dental practice facilities through ergonomic and practice-driven design solutions, and has produced 16 national dental office design winners.

ATTEND AN IMPACTDESIGN COURSE

Register Today!

Register and learn more by:

- Asking your dealer representative or Midmark representative
- Visit us online at [midmark.com/impactdesign](https://www.midmark.com/impactdesign)



The Midmark Riverwatch Lodge and Conference Center is home for many of our ImpactDesign courses because we believe in making your experience comfortable.



Because we care.



practice design group

*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. 5/1/2016 to 4/30/2018. Provider #307644

