

MIDMARK SUCCESS STORY: GILLIS FAMILY DENTISTRY



DESIGNING FORWARD

Sometimes a new office space is more than a dream, it's a necessity. After building a new office that reflects her quality of care and prioritizes patient comfort, Krystal Gillis, DDS, is now seeing up to 40 new patients per month and a 15–20% increase in productivity just four months after opening her new office.

With a practice poised for tremendous growth, Dr. Krystal Gillis faced severe limitations in a space that was outdated and made patients uncomfortable. "I didn't feel my surroundings were up to par with the way that I practiced," explains Dr. Gillis. "It worried me because I was concerned that patients wouldn't continue to come to my practice. Not that they didn't like us as a practice, but they didn't feel comfortable."

"One of the biggest things that keeps me up at night is worrying about patient retention and considering the financial portions of the practice. Is this going to be successful?"

Dr. Gillis dreamed of building an office that reflected the high caliber of her work. Although the investment needed for a project like that was intimidating, she began taking steps to make it a reality.

First, she attended an ImpactDesign workshop where she met with Dr. Jeff and Pat Carter, along with Midmark consultants who, together, helped clarify her vision. They carefully examined the plans, crunched the numbers, discussed her priorities, and helped her land on the kind of functional layout that best reflected her priorities.

Of those priorities, providing patient privacy was at the top followed closely by creating a calming environment.

Dr. Gillis walked into the workshop with a plan to purchase and remodel an existing building. The consulting team thoroughly explored the renovation idea. Although it could work, they discovered that much of what was important to her wasn't going to fit in the existing space. Plus, the cost of remodeling was nearly the same as building something brand new.

"I would strongly encourage other dentists considering a remodel or a new build to attend an ImpactDesign workshop," says Dr. Gillis. "What you learn at these workshops, and the fears that are put to rest is so impactful and so important in designing a new office." With many of her initial fears put to rest and seeing clearly the potential in front of her, she walked out of the workshop with a plan to build a practice of her own.

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DESIGNED FOR GROWTH

Excited about the idea of designing a practice from scratch exactly the way she wanted it, Dr. Gillis worked with Midmark throughout the design process. They helped ensure every detail was right for the way she practiced, from choosing chairs with easy access, great comfort and good ergonomics to an instrument processing area she's proud to show her patients.

Those details have created significant results. "At first, when I was informed that we could see as much as a thirty percent increase in productivity, I didn't believe it," says Dr. Gillis. "Our speed of workflow has really increased. We're able to turn over instruments faster. We're able to get patients into rooms faster. We're able to see more patients and treat them better with our new design."

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Since opening their new office, they are seeing almost 40 new patients each month. Their productivity has jumped 15–20%. The once scary financial investment is rapidly shifting to impressive growth and long-term financial security.

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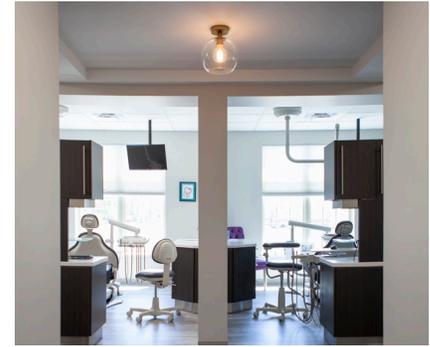
A BETTER PATIENT EXPERIENCE

The leaps in productivity are leading to impressive growth in patient numbers. But, getting patients through the door is only half the battle. Now, they are also winning the other half. Thanks to a dramatically improved patient experience, those new patients are very happy and sticking around.

"The patient experience has been a complete one-eighty."

"The patient experience has been a complete one-eighty," explains Dr. Gillis. Patients who have been with them for years come into the new office and tell them how much more at ease they feel. They love the new practice and share with Gillis and her team how all the Midmark equipment, along with the design, finally matches the level of services they provide.

Instrument processing is an area to which she's been surprised to see such a positive patient response. One of the biggest concerns among patients is, "Am I safe?" They wonder if the instruments are clean or if the room is clean. One bad experience with a dirty instrument or feeling like something is less than sterile can spread through the community like wildfire.



"When we show them everything that goes into keeping them protected, they're inspired by it," shares Dr. Gillis. "They really appreciate what we do in order to keep them safe."

When everything works together to improve patient care, patients notice. This new building combines equipment, layout and staff to deliver an exceptional experience. "They've said they feel more comfortable," explains Dr. Gillis, "that they're very, very happy that we made this choice."

ADVICE FOR OTHERS

Dr. Gillis is now an advocate for creating an environment that matches your working style. If your office space and equipment are outdated and you're considering a change, she says, "I would highly recommend building a new office or doing a remodel. The return on investment has been great. The confidence level here has skyrocketed and the team rapport is better than ever."

She also doesn't recommend doing it alone. "Midmark has helped us a lot through the process. They helped us decide if our layout and what we wanted was going to work in a space that we were considering. From everything we learned, we decided it was in our best interest to build the new practice." That decision has led to happier patients, a happier staff, and for Dr. Gillis, a peaceful night's sleep.

Let's design better care together—today.
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