YOUR PRACTICE PARTNER FOR TECHNOLOGY INTEGRATION

Dr. Mona Patel of Bayshore Dental in Milwaukee, Wisconsin, found the expertise and guidance she needed to move forward with confidence.

When Dr. Mona Patel began her journey into practice ownership, she engaged with Patterson Equipment Specialist Mike Muellenbach about equipment purchase.

“About three years ago when I bought the practice and wanted to start integrating new technology, I bought the CEREC. It was kind of my ‘gateway drug’ into new dental technology,” she joked.
From the start, Patel felt cared for, and heard. She knew that despite her weeks and months of research, a savvy rep could push her toward purchases she wanted, but did not really need. That never happened with Patterson Dental.

“They always had my best interest at heart, so they’ve steered me away for other things where they could have made a profit, but they helped me understand why the specific equipment wasn’t right for me,” she said. “Those honest conversations with them truly helped build a working relationship on trust.”

Patel cited a specific instance when considering purchasing a new 3D CBCT/pan imaging machine.

“I could have been led to purchase the most expensive Galileos 3D with all the bells and whistles, but Mike walked me through all the options and advised on going with the XG 3D instead,” Patel said. “We still take a lot of 2D pans in this office, and the significantly larger expense wouldn’t have the best return on investment for me.”

And of course, with all the equipment and technology comes training and support. Consider Patel another satisfied customer.

“My staff is more experienced, and they were set in their ways in some aspects. It was a lot of transition – moving to Eaglesoft from Dentrix, to new digital sensors, to CEREC and more,” she said. “I made it clear that we were not going to be a typical office as far as training – we needed more than a one-day experience. We were going to need follow-ups, and my staff needed a chance to ask questions and get support after a few weeks of implementation.”

“Patterson has never once made us feel inadequate for needing extra time to get up to speed and feeling proficient with the new technology all around.”

Overall, the guidance and support throughout the entire process established a relationship that went deeper than a typical business transaction.

“I think they valued that I’m not a corporation. I’m a small-business owner, and I’ve invested my whole life savings into this practice,” she said. “The interactions we had solidified for me that this was going to be a relationship for 30 years, not just something where they’re trying to make a sale.”

Dr. Mona Patel’s Patterson Family (L to R) TechEdge Team: Jason Keller, Jeff Schultz, John Haita; Dr. Patel; Cory Gardner - Territory Representative; Kent Baker - General Manager; Mike Muellenbach - Equipment Specialist

Start the conversation with your sales rep today, or browse solutions at pattersondental.com/equipment-technology.