

# Scaling For Dental Office Growth

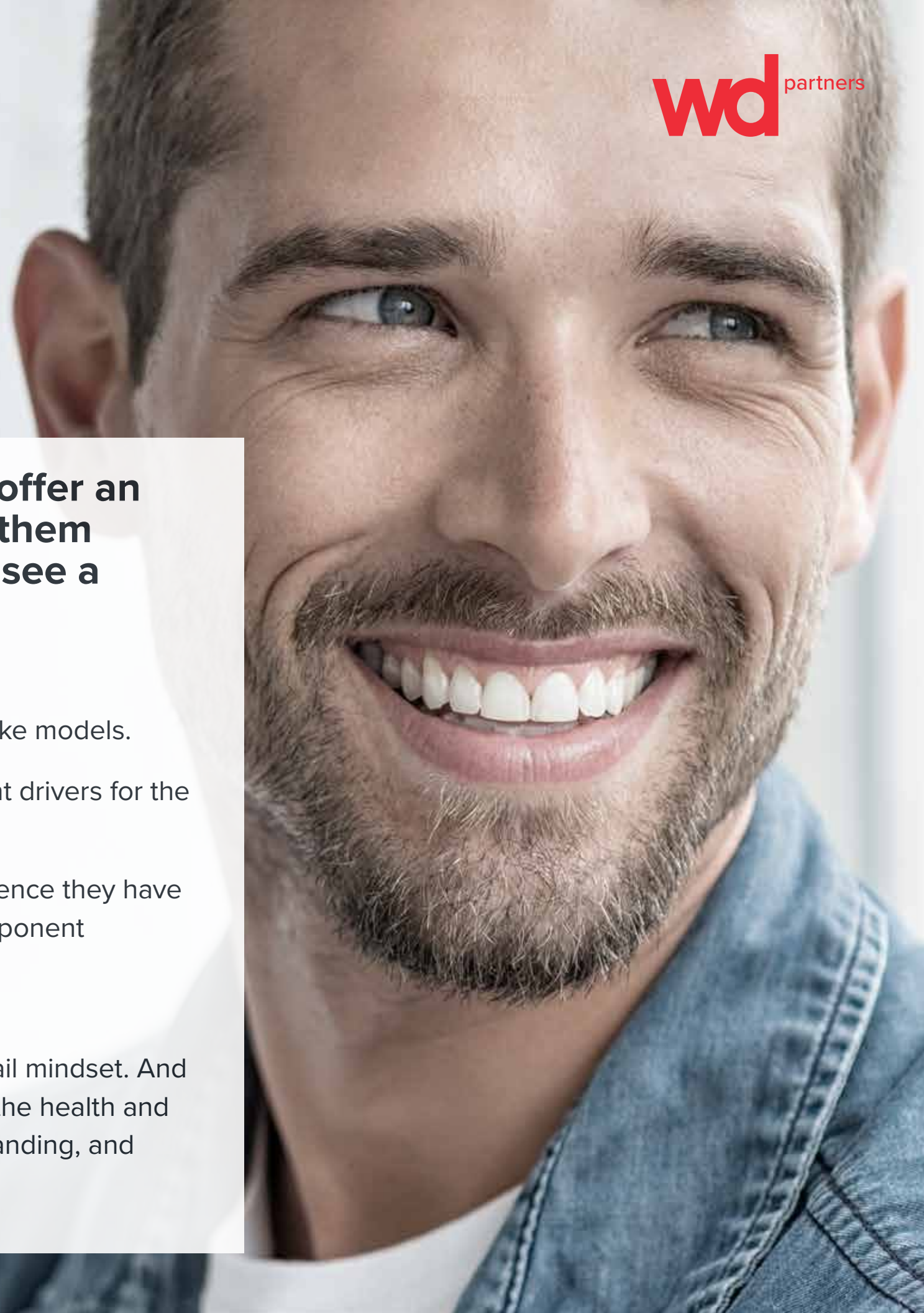
**Increasingly, customers want dental care providers to offer an experience much more like retail, one that recognizes them as savvy consumers who have choices and power. We see a tremendous opportunity.**

## **It's All About Growth**

- Dental services practices are rapidly consolidating and forming branded, chain-like models.
- Savvy practices recognize that positioning, mindshare and scale will be important drivers for the dental practices of tomorrow.
- Branding is much more than a logo, it is the consumer's perception of the experience they have with your practice. Optimizing and standardizing that experience is a critical component of successful branding.

## **How we do it**

The diagnosis? Change. Consumer-centered locations and practices demand a retail mindset. And we know retail better than anyone. We see the power it can bring to companies in the health and wellness space. We use our expertise in customer behavior, experience design, branding, and operations to execute new strategies that customers simply expect.



The physical location is only one element of a holistic journey for the consumer that integrates technology tools and people into a seamless and efficient process. Any growing chain knows it's also about designing and building for scale, not viewing each site as a unique, one-off execution. That means creating standards and kit-of-parts programs that can provide a consistent experience for the consumer.

*WD Partners has helped clients bring experiences to scale for decades, and we can help you.*

## Experience Design

Our clients include leading brands like Starbucks, Target, CVS, Shake Shack, The Home Depot, and many other experiences consumers enjoy and seek out.

We bring this retail and consumer-centered approach to the design of healthcare experiences.

## Scaling Brand Experiences

Our multi-unit execution work with leading retailers and food service brands requires much more efficiency and standardization to scale hundreds of units per year, nationally and globally.

**We have created an organization purpose-built to provide rapid, efficient and well-executed scaled rollout, with capabilities such as:**

- Registration in all 50 states and Canada
- International teams in India to provide round the clock work output
- 13 regional offices
- Fully integrated architecture, engineering (including structural, mechanical, electrical/energy, plumbing, and civil), permitting, and construction management/administration
- Operations strategy and design to ensure efficient and effective workflow, labor, and equipment processes
- BIM (Building Information Modeling) technology to provide greater insight, streamline collaboration and manage cost
- 3D scanning technology to quickly and accurately perform site surveys and capture as-built conditions
- Experienced staff who have produced standards and guidelines for the largest chains in the world from large, complex structures to smaller environments





Strategy, design and execution of a disruptive health concept to help consumers manage chronic care conditions. Currently scaling to 1500 locations nationwide.



# Who We Are

WD Partners is a global customer experience innovation firm, helping clients to innovate their patient/customer experiences and bring state of the art brand and retail practices to an evolving health and wellness sector that is moving toward a retail future.

# Services

- Strategy & Insights
- Experience Design
- Operations Strategy & Design
- Digital Services
- Architecture & Engineering
- Construction Services



Revitalize and reposition the brand in the eye care marketplace while still maintaining the strong heritage and equity of the brand.



Position Walmart as a healthcare provider with exploration of in-store clinics, operated by health practitioners on an extended-hours basis.



**WD Partners would love to speak to your team to help you move to the next level rapidly.**

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Health & Wellness Brand Partners

