

Willamette Dental Group Sees Transformational Changes with Electronic Dental Records, Improved Provider Access, and Corporate Rebrand

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Several recent transformational changes at Willamette Dental Group take company forward in access, technology, and patient care.

HILLSBORO, Ore. – (BUSINESS WIRE) – Willamette Dental Group, the Pacific Northwest's largest multi-specialty group dental practice, has recently undergone several transformational changes to its corporate strategy and development. Their intent and commitment is to implement significant improvements to increase customer satisfaction and to deliver superior patient care.

Recently, the company instituted a strategic initiative to significantly improve access to provide more scheduling options for patients. This new scheduling approach, Simple Scheduling, gives patients the choice to be seen within days or weeks to fit their lifestyle. Additionally, this groundbreaking concept aims to improve the patient experience by completing as much work as clinically appropriate in one visit, reducing costs to the patient in office visit fees and reducing time away from work for dental appointments.

Willamette Dental Group continues to make substantial investments in providing patient care enhancements with a focus on quality, cost, and access. As an example, the company has made the decision to move forward with integrating electronic dental records (EDR) into all of their 54 office locations.

CEO and President, Dr. Eugene Skourtes, says of the decision, "This is another significant investment in positioning the company for the future... EDRs are fundamental to improving care and making care delivery safer and more efficient." The projected implementation date for EDRs is September 2012.

In addition to EDRs, the company has also selected a new insurance system, which will be operational in the 3rd Quarter, 2012. The new system will improve efficiencies and offer more functionality to customers. Willamette Dental Group is committed to positive growth and to support these numerous changes they launched the new Willamette Dental Group brand in the fall of 2011.

With a new logo and tagline, "First in Proactive Dental Care", Willamette Dental Group is positioning itself as a progressive leader in the dental industry. The company's philosophy of proactive dental care through evidence based dentistry is manifest in their approach to using the best available scientific research to guide patient education and clinical treatment in order to achieve the best possible long term outcome for all patients.

Further changes to be seen with the new brand include updated office interiors and exteriors, a more patient-friendly image that clearly communicates the benefits of Willamette Dental Group's preventive model, and an entirely redesigned company website at www.WillametteDental.com.

The new and improved website features a modern, simplistic design that is consistent with the company's new brand both in style and messaging.



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“One of the primary goals of the new website is to tell our story in a way that is clear and concise as well as be easy to navigate for information that our patients, clients, and prospective employees are seeking,” says Chief Marketing Officer Randal Cline.

Navigation throughout the site has been simplified so it is easy for visitors to find the information they need most such as locating an office, contacting the company to schedule an appointment, or learning more about the various available insurance products.

Additionally, the updated website features short profiles of each doctor practicing in each of the company’s 54 office locations. These profiles give patients a glimpse into the background and personality of providers so they can make an informed decision when choosing Willamette Dental Group for their dental needs.

For more information, visit www.WillametteDental.com or contact Randy Cline at 503-952-2181 or rcline@willamettedental.com.

About Willamette Dental Group

Headquartered in Hillsboro, Oregon, Willamette Dental Group (www.willamettedental.com) has been providing high quality dentistry for more than 40 years. The company is the largest multi-specialty group dental practice in the Northwest and operates more than 50 dental office locations throughout Oregon, Washington, and Idaho serving more than 300,000 patients. Its unique delivery model delivers proactive preventive dental care focused on promoting long term health through a partnership with their patients.