

## Clinical Culture

Shoot Date: 12-16-2019 | Location: Menifee 1

INTRO	
<b>Video #1</b> <b>:25 Seconds</b>	<p>DR. G (TO THE CAMERA)</p> <p>Today I'd like to explore a key tool that will help your practice align team members and focus on patient-centric care: your clinical culture. Clinical culture is the shared clinical values and beliefs relative to your patients' clinical well-being and overall experience while receiving care. By clearly defining the elements of your practice's clinical culture, your team will be united in your purpose to create Healthier, Happier Patients®.</p>
CLINICAL CULTURE IN ACTION	
<b>Video #2</b> <b>1:00 Minute</b>	<p>DR. G (TO THE CAMERA)</p> <p>Let's take a closer look at clinical culture in action at your practice.</p> <p>The first step to a strong clinical culture is setting expectations. From perio, to endo, to hygiene, define the standards in your practice and the steps to execute to this standard. This will allow your teams to deliver the same quality of care to each and every patient who walks through your doors. It will align your team in how you explain things like periodontal staging and The Mouth-Body Connection® to patients. Once your expectations are clearly set, you and your team will be able to continually execute to the highest standard.</p> <p>Next, encourage accountability. Set benchmarks that encourage your team to constantly perform at or above the standard. When the standard isn't met, how will your team address the opportunity? What steps will be taken to improve going forward? By holding your team accountable to the standards of your clinical culture, you will create an environment of constant learning and growth.</p>
CLINICAL CULTURE AS A GUIDEPOST	
<b>Video #3</b> <b>:30 Seconds</b>	<p>[TRANSITION SLIDE: CLINICAL CULTURE DOCUMENT IMAGES]</p> <p>DR. G V.O.</p> <p>Take a look at your Owner Dentist Playbook. On page 7, you'll find a Clinical Culture Worksheet. This document is a fundamental tool to help you define your clinical culture and execute the standards you set together as a team.</p> <p>DR. G (TO THE CAMERA)</p> <p>Once you've clearly defined the elements of your clinical culture, use it as a guidepost to inform the decisions you and your team make each and every day. When your team is aligned and continually performing to your practice's standards, your patients will benefit from the best dentistry possible and an experience that far exceeds their expectations. Your patients will be healthier and happier, and so will your practice.</p>

**PDS® Epic Deployment**  
**Shoot Date:** 10-23-2020 | **Location:** NSC

**Epic Introduction**

**Video #1**  
**3:00 Minutes**

Steve (TO THE CAMERA)

Today I'm here to welcome you to the beginning of your journey with Epic. This integrated, proven technology is an important part of dental-medical integration.

Epic gives your practice access to key health information that will help you care for your patients' oral and whole-body health. The Care Everywhere feature allows all healthcare organizations on the Epic platform to see and share information about their patients' care.

[TRANSITION SLIDE: SUMMARY HIGHLIGHTS]

Steve V.O.

Epic will help your practice:

- Evolve faster to meet the needs of both you and your patients
- Strengthen patient relationships and build trust
- Increase credibility by having a comprehensive patient chart
- Provide integrated, patient-centric care
- Use traditionally medical-based metrics to support dental treatment plans
- Allow clinicians to see their schedules through the Haiku mobile app
- And increase ICN% through clear, strong workflow with electronic specialty referrals.
- Additionally, the e-prescribe feature will make it easier and safer for patients to receive prescriptions.

Steve (TO THE CAMERA)

With Epic, your patients will also have access to MyChart. This online and mobile application gives patients secure access to their health information and enables them to:

- Communicate with providers
- Schedule appointments
- And pay bills online.

We are excited about the benefits Epic will bring to you and your patients. As you'll soon see, Epic will become an important tool to support your team as you continue to provide the best dentistry possible to your patients.

**Go Live**

**Video #2**  
**3:00 Minutes**

Steve (TO THE CAMERA)

Congratulations! Today Epic will officially go live in your practice. Thank you for your hard work so far, and we are looking forward to what's next for your team and your patients.

As we implement Epic, there may be a learning curve as you adjust to the new system.

Schedules may need to be reduced the first few days to allow your office to solidify the new workflow.

	<p>Your back office team may be able to implement changes faster than the front office, so work together to support each other.</p> <p>Most importantly, communication is key. Don't be afraid to ask questions and help your teammates who may be experiencing difficulty. We know that operational changes like this can be challenging, so remember that we believe in the power of teamwork.</p> <p>During this process, be sure to put patients first. Set clear expectations if you anticipate a change from the usual patient experience.</p> <p>I want to thank you again for your dedication to learning this new system. We are excited about the benefits Epic will bring to you and your patients. PDS is the first dental company to integrate Epic, so take pride in being part of the future of dentistry.</p>
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**Year End Benefits Remaining**  
**Shoot Date:** 11-23-2020 | **Location:** NSC

BENEFITS REMAINING	
3:00 Minutes	<p style="text-align: center;">STEVE (TO THE CAMERA)</p> <p>The holidays are upon us, and it's that time of year—let's get patients through your doors to help them use their remaining 2020 benefits. With such a challenging year, many of your patients are experiencing financial hardships. We can help them make the most of their dollars by encouraging them to use their remaining benefits before the year ends.</p> <ul style="list-style-type: none"> <li>• Increase access to care for the patients in your community by <ul style="list-style-type: none"> <li>○ Keeping your doors open late and on weekends</li> <li>○ Increasing specialty availability</li> <li>○ And offering same-day dentistry.</li> </ul> </li> <li>• Get patients on your schedule by organizing call parties.</li> <li>• Make sure every patient gets a BC handoff to help them make the most of their benefits.</li> <li>• And most importantly, build trust between you and your patients so they feel confident in saying yes to the dentistry they need and want.</li> </ul> <p>When 2020 began, we announced our theme for the year, "One Team. One Vision." Little did we know just how much we'd need to count on each other and embrace the power of teamwork. We overcame so much together. And for that, I want to say thank you. Thank you for your unwavering COMMITMENT and RESILIENCE. Thank you for keeping your doors open to serve your communities in a time of need, even when it was difficult to work through the crisis. As we approach 2021, we are stronger together because we are a team.</p>