

# WHAT DID YOU DO TODAY TO EARN A RAVING FAN?

## CORE VALUES

- Commitment to Excellence
- Honesty & Integrity
- Purple
- Loyalty

## CORE FOCUS

- Purpose: A Purple Company Earning Raving Fans
- Niche: Exceptional comprehensive dental care... your way

## PATIENT CARE MODEL

- The 10 steps we follow to ensure we provide exceptional, comprehensive dental care. This is the *Willow Creek Way*.

## FLYWHEEL

- The system by which we measure each practices' daily, monthly, & quarterly growth.
- The philosophy in which we operate - by continually pushing on our flywheels, the faster and more efficient we can become, creating momentum.

## 10 YEAR TARGET

- 30,000 Raving Fans by year 2027

## 3 UNIQUES

- No judgement. No pressure. Your way.
- Incredible, personalized customer service.
- Exceptional comprehensive care.