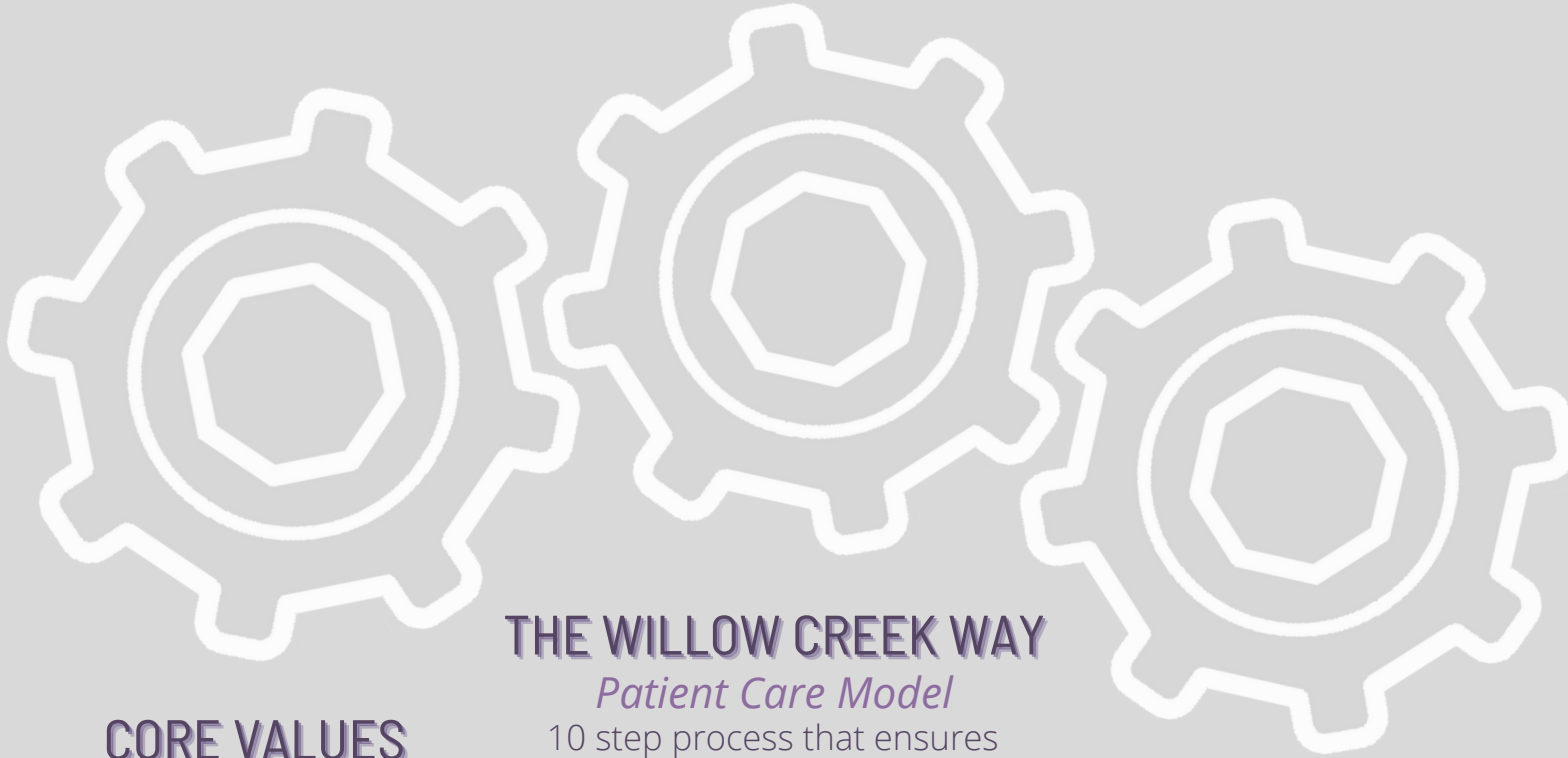


What did you do today to create a Raving Fan?



CORE VALUES

Commitment to Excellence
Honesty and Integrity
Purple
Loyalty

THE WILLOW CREEK WAY

Patient Care Model

10 step process that ensures
we deliver exceptional patient
care, each and every time.

THE FLYWHEEL

Weekly, Monthly, and
Quarterly Metrics

YEAR 2027

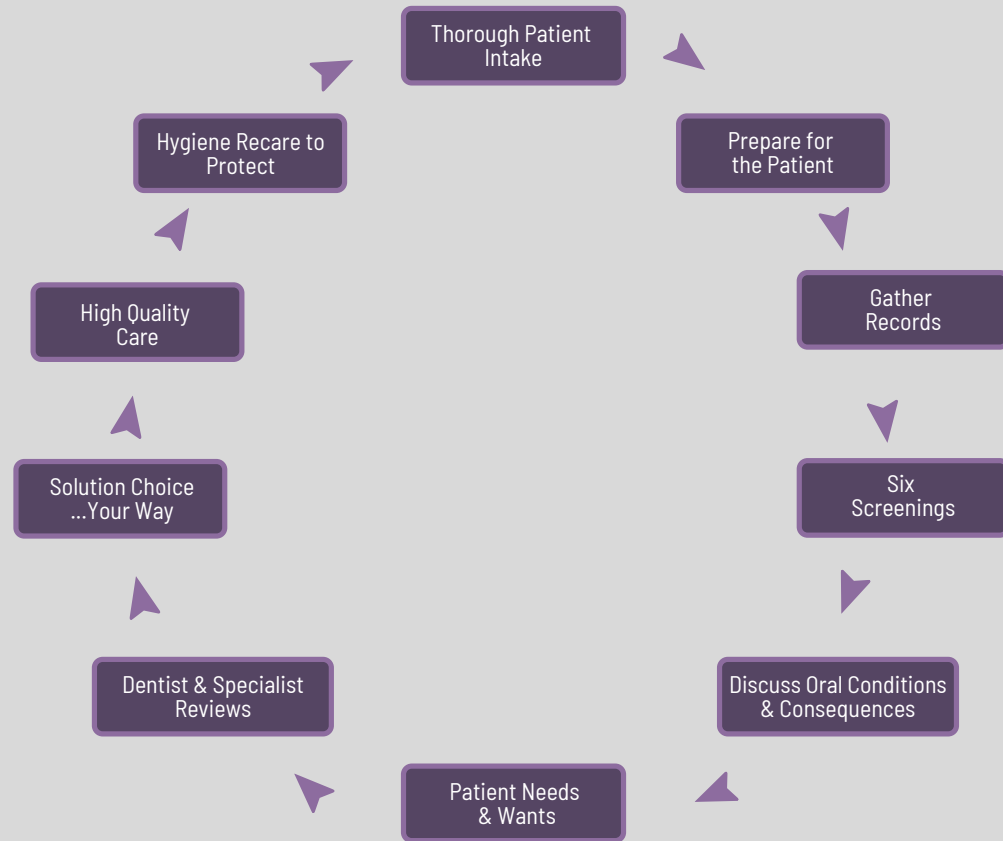


30,000
RAVING FANS



The Willow Creek Way

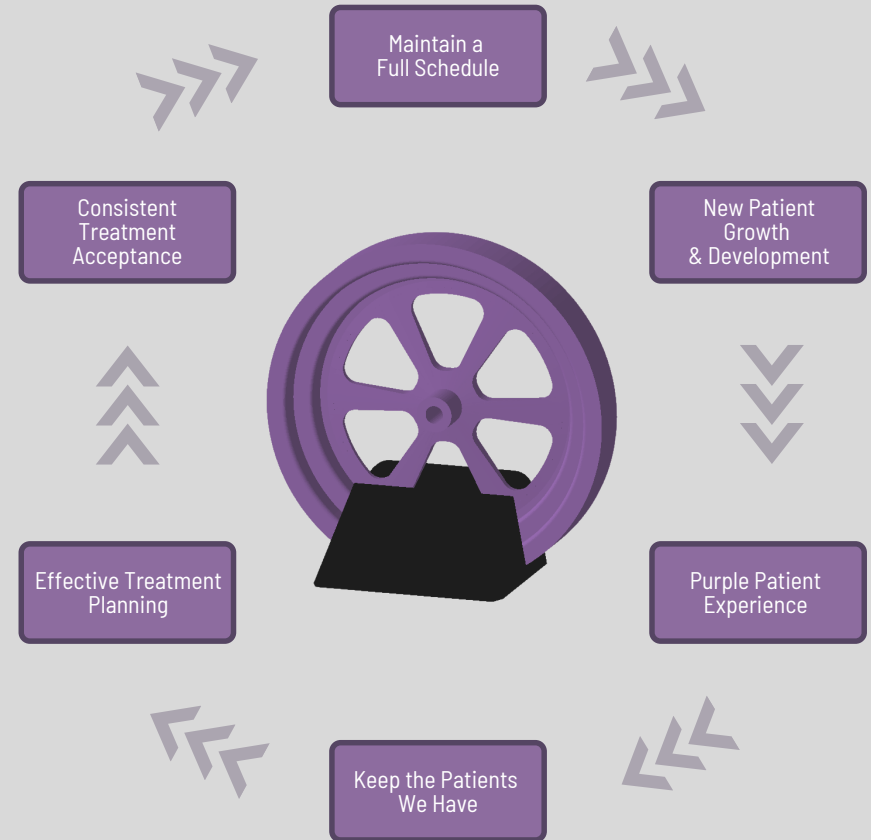
Patient Care Model



The Willow Creek Way *Patient Care Model*

A proven dental patient care model that when followed ensures patients receive exceptional comprehensive dental care in a way that meets their stated needs and wants. It guides all clinicians on what the expectations are for taking care of patients. It is to be executed, over and over, again to ensure we are staying focused on exceptional comprehensive dental care.

The Flywheel Success System



The Flywheel Success System

System which outlines how we must care for our dental practices in order to keep them healthy and moving forward. Breakthrough is achieved when all three Breakthrough Indicators are Purple:

- Visits are at target based on patient count
- Production Per Visit is equal to or greater than target gross
- Active patient count is growing

To make all three breakthrough indicators purple, we must execute on all of the Flywheel Foundations.

Glossary Terms

Please refer to the New Employee Orientation Resource folder in SharePoint to locate the *italicized* documents listed below. These documents provide more detail about each of the glossary terms.

Who We Are

We are a network of experienced oral-health experts who pride ourselves on providing exceptional dental care according to the needs and wants of our patients.

Location: Who are the Willow Creek Way Dentists

Core Values

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

10-Year Target

30,000 Raving Fans by 2027

Core Focus: Purpose

A Purple Company Earning Raving Fans

Core Focus: Niche

Exceptional comprehensive dental care...your way

Three Uniques

- We believe in incredible, personalized customer service.
- No judgment. No pressure. Your Way.
- We provide exceptional comprehensive dental care.

The Willow Creek Way Model *Patient Care Model*

A proven dental patient care model that when followed ensures patients receive exceptional comprehensive dental care in a way that meets their stated needs and wants. It guides all clinicians on what the expectations are for taking care of patients. It is to be executed, over and over, again to ensure we are staying focused on exceptional comprehensive dental care.

Traction, Level-10 Meetings

- Traction - a guiding methodology that helps to move our company forward.
- Level-10 Meetings - a strategy in which we run all meetings. The format is generated from team members identifying the most important issues to tackle and participate in decisions and solutions. Each meeting should end with a clear resolution on issues—solving them once and for all with team members on the same page.

Continuing Education

We are committed to supporting our employees with additional education and training.

Purple Culture

It is about providing patients with an exceptional, unexpected experience. It is supporting fellow teammates by going above and beyond the traditional job responsibilities. It is thinking outside the box in order to make the practice truly remarkable. Similarly, when we are passionate about our work and genuinely care about the people we serve, we go above and beyond the expected in hopes of making a difference in their lives. *Location: Operations Manual Ch 1*

Purple Cow

It's about re-creating that, "this-is-worth-mentioning" feeling with our patient care, services, & company. It is about creating something truly noteworthy, something that makes people sit up and listen... and then automatically share what they have discovered with their friends. We are the company that causes people to stop and stare the way they would at a purple cow in a field of brown cows. *Location: Operations Manual Ch 1*

"The Fred Factor"

Inspired by the Mark Sanborn book, *Fred Factor*, the term "Fred-like" has become another way of encouraging exceptional customer service and behaviors. We recognize and reward employees who exhibit "purple" or "Fred-like" behavior. *Location: Operations Manual Ch 1*

GWG

Greeting, We Know You (WKY), Gratitude (otherwise known as "Hello We Know You and Thank you"); Clinician and Front-desk hand-off communication protocol. *Location: Operations Manual Ch 3; The Patient Experience Checklist*

Walking the Line

The fundamental concept in which our teams study the schedule in preparation to greet each patient by their first name every time he or she walks into the office or when greeted by a team member providing a service.

New patients are to be welcomed and introduced to the practice with a smile and a handshake (i.e. "Hi Sally, I'm Joan. It's nice to meet you"). Patients are also to be offered a beverage, informed about the free Wi-Fi, and told where the restroom is located.

Location: Operations Manual Ch 3; The Patient Experience

Employee Reviews

Reviews allow employees to discuss their performance over the prior 6 months with their manager and set future goals for professional growth. Employees also have the opportunity to earn performance bonuses based on the completion of goals set during the review period.

Location: SOP Performance Management

The Flywheel

The Flywheel is a concept that was first used by Jim Collins in his book 'Good to Great,' to address how companies can compare the success over time by visualizing a massive flywheel's requirements to a.) push it & b.) create momentum.

For us, pushing on the Flywheel means the team members in the practices are focused on the daily habits that will build a successful dental practice. The more we continue to push on our flywheels, the faster and more efficient we can become and we create momentum.

We measure this with our Flywheel Reports. Reports are shared across the company weekly, monthly, etc. to promote teamwork, practice growth and maintain "being purple".

Location: The Flywheel Description, Flywheel Strategies for Success

Who are the WCW Dentists

We are a network of experienced oral-health experts who pride ourselves on providing exceptional dental care according to the needs and wants of our patients; We believe in incredible, personalized customer service; No judgment. No pressure. Your Way. *Location: Who are the Willow Creek Way Dentists*

Bonusly

Our peer recognition system; Bonusly gives every team member an allocation of points every month to be awarded to fellow team members. It is a way to call attention to an outstanding act of service, a thank you to a teammate for support or recognition of hard work on a project. Teammates can see all awards given and can comment or add on points accordingly. It promotes positivity in the workplace and allows both peers and managers to award "purple" and "Fred-like" behavior. Points received can then be used at an online store for gift cards and other prizes.

Location SOP How to use Bonusly.

Reading Material

Books that have helped shape our organization and culture:

- Fred Factor *by Mark Sanborn*
- Good to Great *by James C. Collins*
- Traction *by Gino Wickman*
- Atomic Habits *by James Clear*

Investing in Technology

We have invested in the latest technology to give our patients and staff the best possible experience and care. We believe this commitment to technology helps set us apart from other offices.

