

### *Measurable Results.*® – Racine Dental Group

I'm Dr. Paul Elcano, I'm one of the executive partners here. I've been here for almost 12 years, a wonderful place to be. Our office was started in 1968 by four local dentists that got together and since then, we've grown into 18 doctors and currently we've outgrown our facility. We're building a new facility very close to here to service the community better and service our needs and patient needs a little better.

I felt like we had a very successful business, but I felt like from that perspective, we weren't operating as well as we could. We weren't as streamlined as we could be and from a business perspective, we were doing great dentistry but not running a very efficient business. SVA came in and broke a bunch of things down that we hadn't looked at with respect to overhead and flow. And a bunch of different perspectives that allowed us really to operate a lot more efficiently and increase profits in that regard as well. SVA was very effective. Kelly Bradley came in and really diagnosed a lot of issues that we had as far as operations, overhead, things that we hadn't looked at before. Staffing issues, purchasing. Things that we never really picked apart because we were focused on the business of obviously treating our patients as well as we could. Initially with SVA, there were measurable tax savings. We were able to double some of the write-offs that we weren't getting through some of our business expenses, and we were able to cut our overhead about six and a half percent very quickly. I have really enjoyed working with SVA and I think I speak for our whole organization. It was a breath of fresh air from where we were and it has allowed us to become much more streamlined and take care of our patients. Which is the core of our business and what we're here to do.

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