



Essential Purchasing Guide for Planning a CHC Expansion

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Potential Obstacles When Expanding a CHC

- Your project is not well defined
- You do not know what to buy
- Your organization has multiple decision makers
- You have limited funds
- You are not an experienced project / bid manager
- You may be skeptical to trust outside subject matter experts



Start with the End in Mind

“ A problem well-stated is half-solved.”

-Charles Kettering



Today's Objectives

1. Define your expansion objectives and business model
2. Identify the stakeholders
3. Identify what equipment you need to procure
4. Discuss purchasing priorities, budgets and bids
5. Highlight supplier resource and capability considerations



What Are Your Objectives?

Define why are you expanding

- Increase accessibility
- Improve population health
- Decrease costs



Balance needs vs. wants

- Clinical vs. financial



Manage the process

- Vision. Plan. Build. Deliver. Support.

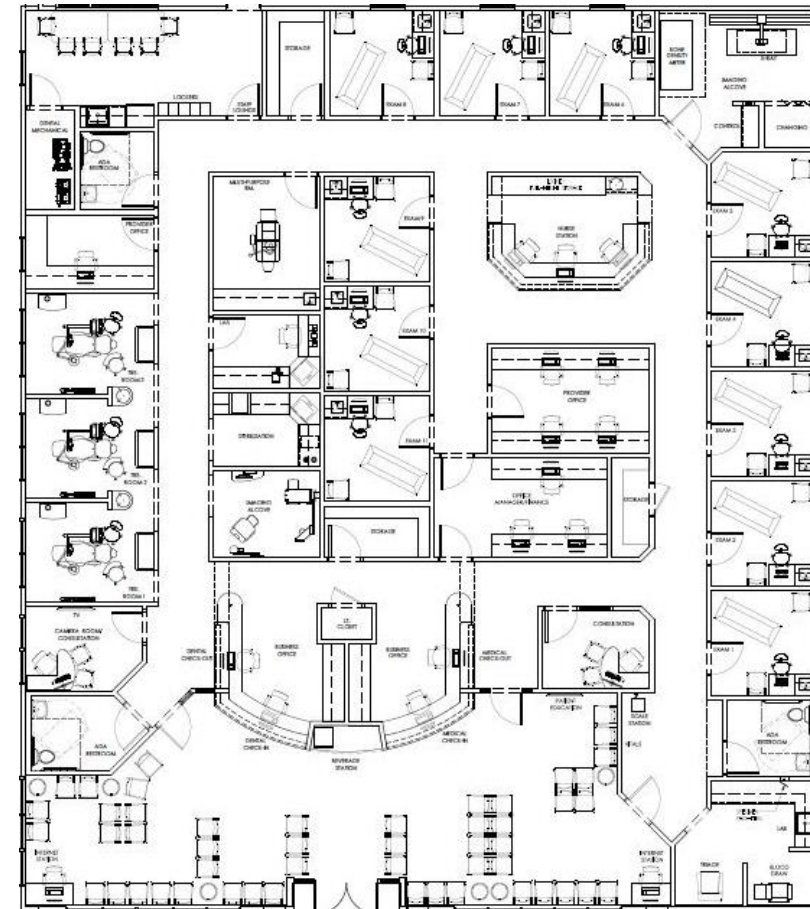
Identify Your Patient Population Needs

- Children
- Adults
- Special needs
- Behavior management
- Language barriers
- Cultural considerations



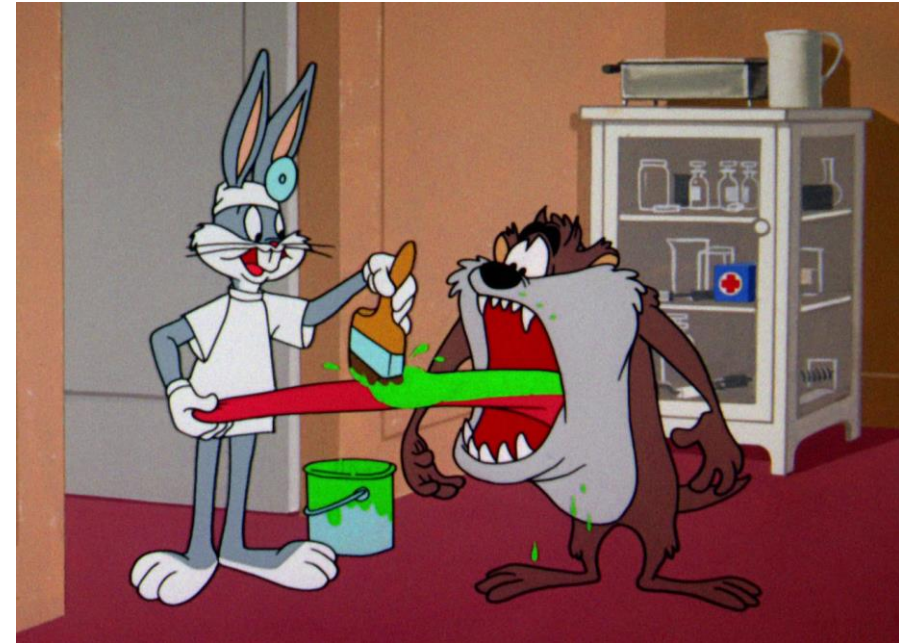
Identify Your Clinical Environment

- Portable / Teledentistry
- Mobile
- Traditional office



Define Your Scope of Clinical Services

- Medical
- Counseling / Mental Health Services
- Pharmacy
- Vision
- Dental
 - Limited oral exams
 - Hygiene
 - General purpose
 - Specialty



Determine Your Internal Stakeholders & Their Roles

- Executive Team
 - CEO
 - CFO
- Clinical Team
 - Chief Dental / Medical Officer
 - Clinical evaluation team
- Operational Team
 - Procurement
 - Facility management / real estate
 - IT

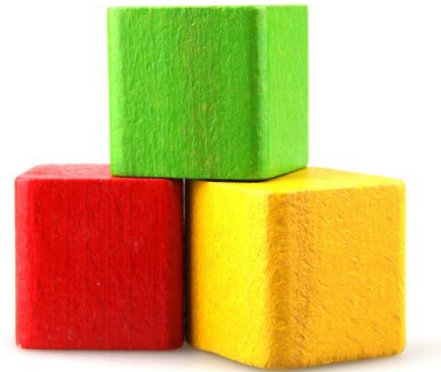


What Goes Into Equipping a Dental Office?



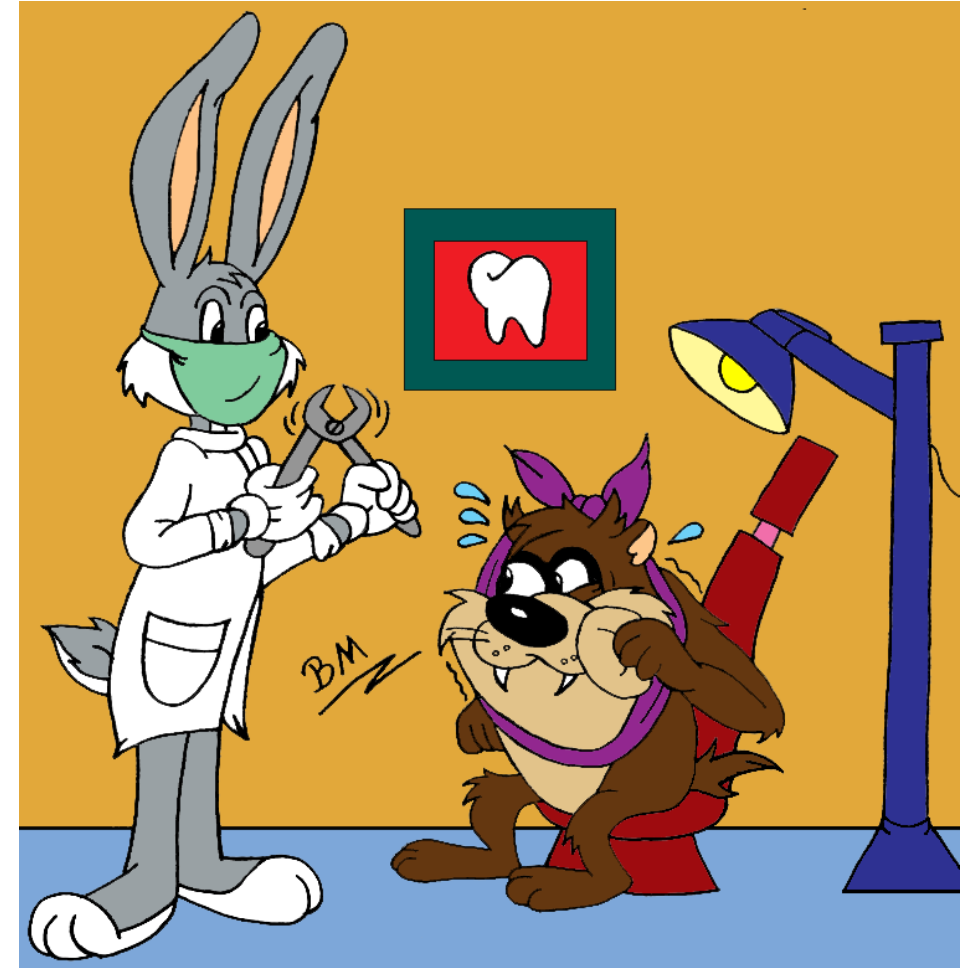
Major Clinical Areas and E &T Categories

1. Treatment Room / Procedural Equipment
2. Radiology / Diagnostic Tools
3. Mechanical Systems (air/vac)
4. Medical Gas Systems
5. Sterilization / Instrumentation Processing
6. Laboratory
7. Information Management Systems



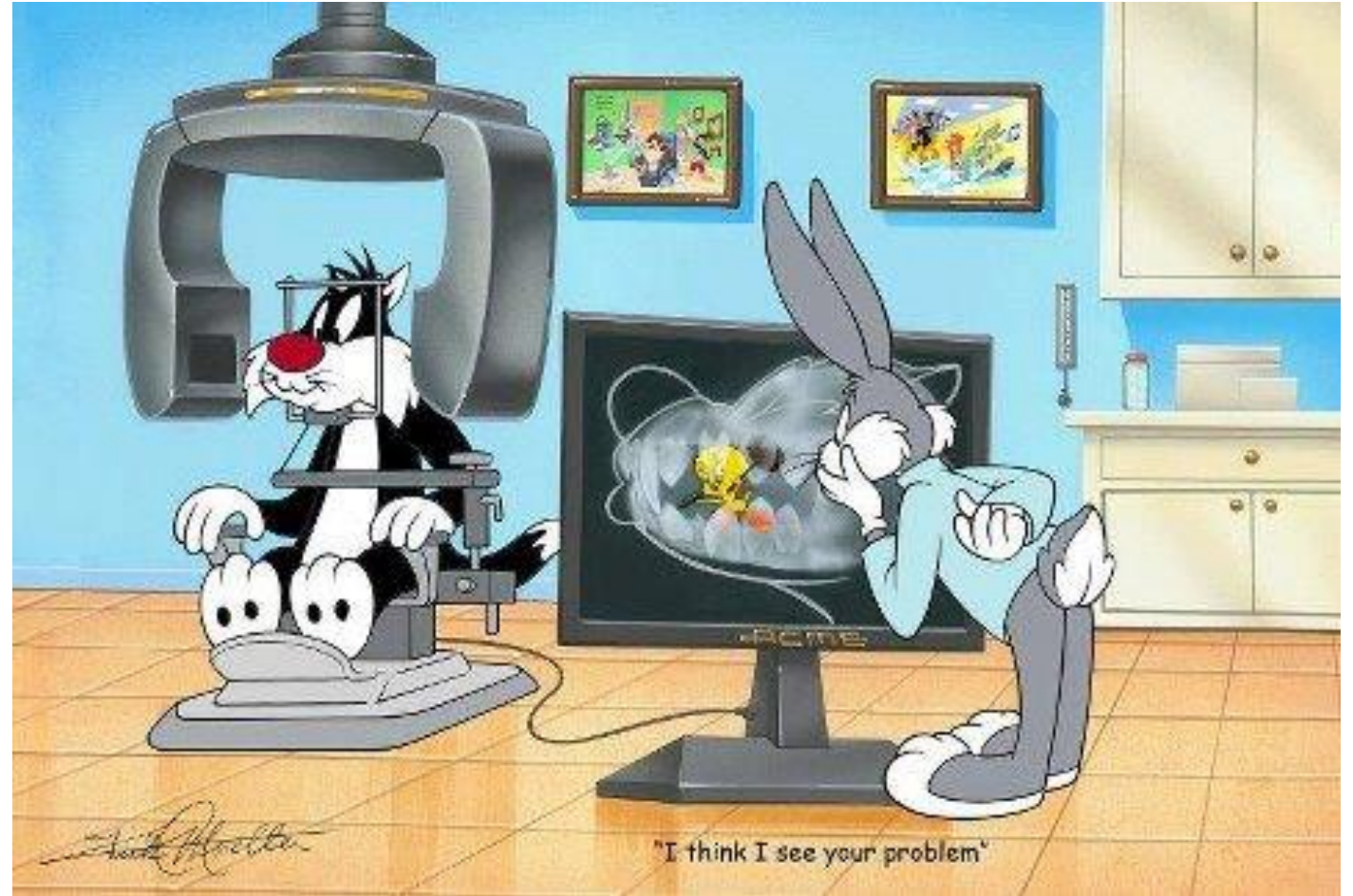
Treatment Room / Procedural Equipment

- Patient chair
- Provider stools
 - Doctor
 - Assistant
- Delivery instrumentation
 - Doctor
 - Assistant
- Exam light
- Cabinetry / worksurface



Radiology & Diagnostic Equipment

- X-rays
 - Intra-oral
 - Panoramic / CBCT
 - X-ray exam chair
- Capture Devices
 - Digital sensors
 - Phosphorous plates
- Diagnostic Tools
 - Intra-oral camera
 - Carries & perio detection



Mechanical Equipment

- Vacuum
- Air Compressor
- Accessories
 - Amalgam separator
 - Remote activation panel
 - Buck boost transformers / voltage regulators
 - Remote water solenoid
 - Stack rack for air / vac



Medical Gas Systems

- Portable N₂O cart with flowmeter
- Plumbed N₂O
- Portable / emergency O₂ cart



Sterilization / Instrument Processing Equipment

- Autoclave(s)
- Instrument washer (and cassettes)
- Ultrasonic cleaner
- Handpiece cleaner & lubrication
- Cabinetry



Laboratory Equipment

- Traditional

- Lathe
- Model trimmer
- Plaster trap
- Vacuum former
- Electric lab handpiece
- Eye wash

- Digital

- Intra-oral digital scanner
- In-office digital restoration mill
- 3D printer



Information Management Systems

- Practice management software
- Image management software
- EMR integration
- Computer hardware
 - Server
 - Workstations
- Entertainment & education monitors
- Monitor mounting hardware
- Support services



Purchasing Priorities

- Functional needs
- Expansion / access enhancements
- Patient acceptance drivers
- Expense reduction investments
- Technology / efficiency accelerators



“Don’t purchase the WANTS before the NEEDS”

Purchasing Best Practices

- Match equipment selections to standard of care
- Standardize equipment
- Leverage purchasing power
- Give consideration to ergonomics, workflow & safety
- Approach low cost / used equipment cautiously!
- Balance initial investment vs. total cost of ownership



Reality Check – It will Cost More than You Expect

“Finance is a strategy, not a survival skill”

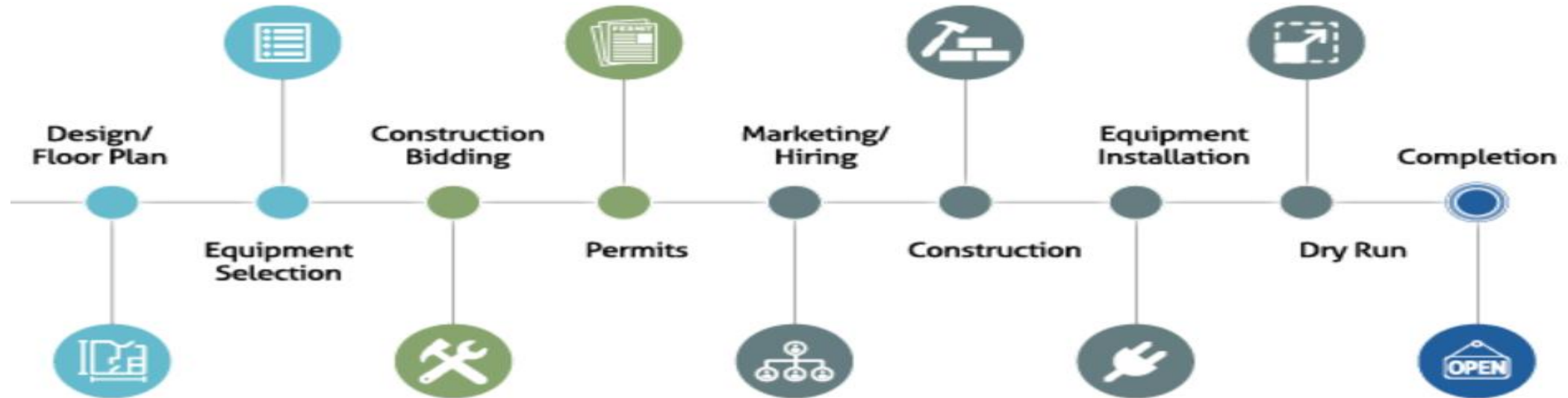
Steve Bilt, CEO Smile Brands

Define Your Budget and Procurement Strategy

- Set your budget limits
- Identify what you need; today and tomorrow
- Comply with funding source stipulations
 - Usage requirements
- Define the procurement process
 - Open market sourcing
 - Sole-source
 - Formal bid process



What Support will You Need?



Dealer / MFG Support Considerations

- Are they “a good dental rep” OR are they a public health specialist?
- What is their CHC experience?
- Who will be their committed resource(s) to help you with:
 - Planning
 - Budgeting
 - Project management
 - Installation
 - Post sale support



Dealer Support Capabilities

- Do they support where you currently or plan to operate?
- What are their sales & service coverage and capabilities?
- What is the breadth of their product offering?
- Do they offer additional services?
 - Design
 - Project management
 - Financing
 - Technology infrastructure planning
 - Business solutions (recruiting, compliance, marketing, spend optimization).
 - Onsite technical services



Manufacturer Partner Capabilities

- What assistance can they provide for product selections and design?
- Do they offer multiple product categories?
- Do they have unique products and programs for CHCs?
- Are they a manufacturer or an assembler?
- Are their products supported domestically?
- What is their product warranty?
- Who provides the installation and post sale support for their products?
- How is product training provided and is there a cost for it?
- Will they provide references?



What Will Your Bid Measure?

- Initial vs. total cost of ownership
- Prior performance
- Preferred vs alternative makes and models
- Features
- Ease of use
- Reliability / Quality
- Warranties
- Appearance
- Integration of technologies
- Routine operating costs
- Are redundancies built in
- Are products upgradeable
- Pre-sale support (design and consultation)
- Post-sale support (service, responsiveness)
- Is training included

Lowest cost does not always equal the best investment

What Does Procurement Success Look Like?

- Patient needs are met
- Clinician needs are met
- Operations needs are met
- Budgetary needs are met
- Project is on time





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Thank you!