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*GenTech Dentist
Agape Dental Care Program.*

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Nominated by Jerry Wilbur, consultant to Gentech Dentist

An innovative business program that Gentech has completed is our “Special Request” service.

Gentech Dentist embodies its slogan “It’s all about you.” Our objective is to create a positive “wow” experience for our customers unlike any other dental experience they have ever had. Our key to creating golden moments of service for our customers, and thereby creating a customer for life, is our ‘special request’ service at each of our five dental offices.

Our special request service really personalizes the care, customizing it to each customer. It provides tremendous opportunity for creatively serving people, leaving a lasting impression of friendly, favorable, unforgettable service. It also gets them to be partners with us, being partially responsible for helping the relationship grow. Our experience is that usually these special requests will be in the areas of discomfort, communication of treatment, explanation of a condition, etc. Often people request a blanket because they get chilly, a pillow to prevent a stiff neck, or just not to be placed so far back in the chair.

Once we at Gentech get the special request, we make sure everyone on the team is alerted to the request and oriented to meeting it completely and creatively to the customer’s satisfaction. Our office software allows us to ‘flag’ such special requests so that it appears on the monitors in the room where the patient is being treated.

During the treatment and upon their leaving, our primary question of our customers is: “Did we meet your special request?” If we did, we feel secure in their referring us to family and friends and to become walking testimonials to our commitment to care, and to allow us to become their personal, lifelong dental care provider.

We keep a record of each special request by customer and analyze them on a regular basis to determine how well we met them and constantly create better systems to deliver the best care anywhere!

Another innovative business program that Gentech has completed is our philanthropic Agape Dental Care Program.

The goal of the Agape Program is to contribute 5% of Gentech Dentist’s gross revenues to the community in the form of dental care. “Agape”, pronounced “ah-ga-pey”, is a Greek word that means “giving and sharing in the spirit of love”.

When a patient receives care at Gentech Dentist, he or she chooses a charity to support. Gentech then gives 5% of the bill in the form of dental services to that organization. Gentech tracks the

dollars, the charity finds people who need dental care but cannot afford it, and then Gentech provides them with the same high quality dental care it offers every patient.

“With the help of our patients and local charities, we are finding and helping people who cannot afford needed dental care, in the communities where we live and work,” said Dr. Dany Tse, founder and owner of Gentech Dentist.

The Agape Program already has numerous success stories. In partnership with Community Action Organization, a nonprofit that runs Head Start preschool programs for low-income children in Washington County, Oregon, Gentech helped a five-year-old Vose Head Start Center (Beaverton) student. Eli, who is just beginning to learn English in addition to her native tongue, Spanish, got help fixing several cavities that could have caused long-term health problems.

Working with Open House Ministries, a shelter and treatment facility that helps homeless families in Clark County, Washington, Gentech is helping a woman in need transform her life. Last Fall Shannon, 24, had no job and no home, had lost custody of her children, and needed major dental work that had been put off for years. The condition of her deteriorated teeth made it impossible for her to look for work. Gentech Dentist through the Agape Program gave Shannon a whole new smile, which will improve her confidence as she returns to school, looks for a job, and plans her summer wedding.

In Shannon’s words, “Gentech Dentist people have been great. They make me feel at home. All this help with my teeth makes me feel so much better about myself. And my fiancé says I smile a lot more.”

In addition to Community Action Organization and Open House Ministries, Gentech Dentist is working with many other local charities, including the Asian Health and Service Center, Cares Northwest, Neighborhood House, Outside In, Portland Impact, and others.

Dr. Tse added, “The Agape Program is ambitious and important. We are committed not only to caring for our patients but also to helping care for our communities. Many people unfortunately do not receive proper health care. Gentech’s mission is to bring health and beauty to life. That’s why I became a dentist. With this new program, we can have a large positive effect on our community. The Agape Program is about good works, good will, and good results – providing high quality dental care to people who otherwise could not get it, creating community good will for Gentech, and attracting new customers who can help the Agape effort grow.”

To date Gentech Dentist has completed more than \$50,000 in dental care through the Agape Dental Care Program.

Company Background

Gentech Dentist, founded in 1999, integrates cutting edge dental technology and techniques to provide an efficient, comfortable, environmentally-safe dental experience. In addition to providing the highest quality dental care available, Gentech Dentist uses its slogan “It’s all about you” in every aspect of its business by tailoring its services to the individual concerns and busy

schedules of its patients. Gentech has offices in Beaverton, Clackamas, Hillsboro, Portland, and Vancouver.