

Entrepreneurial Services Spotlight

Dental Elements is a comprehensive service dental office. They offer treatment from preventative cleanings and exams, to full smile reconstruction and everything in between. Their focus is on making sure that you, as a patient, fully understand your condition and as a result have a complete understanding of your treatment options. Dental Elements currently employs approximately 30 people across four locations in the Kansas City metro area – Grandview, MO, Shawnee, Leawood and Wellsville, KS. Their four locations make them accessible to most everyone across the metro area.

Dr. Jake Meggison is the founder of Dental Elements. He is known as a visionary and is always searching for new and innovative ways to improve his patients' experience and the practice of dentistry. If you have the chance to meet him, you will gather this from his personality. When we asked him to describe his business and the practice of dentistry, Dr. Meggison told us, "Our goal is to enhance patient and employee lives through dental excellence and a healthy culture."

Dental Elements offers many products and services. They offer both general and cosmetic dentistry, crowns, bridges, oral surgery, Invisalign, implants, root canal treatments, preventative care like dental hygiene cleanings and checkups, and dental screenings for oral pathology.

There are a few things that make them unique. They have an in-house membership plan to help with the cost of treatment, they do digital dentistry to eliminate goopy impressions, and they have nitrous available. And as most of us know, these products and services provide a pain-free way for their patients to experience general health, oral health, increased confidence, and a beautiful smile!

Some people do NOT look forward to visiting the dentist. Maybe they have had a bad experience at some point in the past or they have heard of others who have had problems. We talked to Dr. Meggison about what problems he solves for his patients, and with a smile, he told us, "We help patients achieve self confidence and good general wellbeing by assisting them with a healthy, beautiful smile." Then he adds, "We also create a friendly and comfortable environment to help patients feel relaxed, like they are part of our family."

We asked Dr. Meggison how his products and services compare with the competition. He told us, "We like to think that we provide the best patient-first care by being accessible and affordable. We use technology to provide a pain-free experience, which is top priority for most patients!" He continued, "We treat our patients like we have known them for years, and it begins in the front of the office and continues to the back of the office when patients are in the dentist's chair. We strive to take care of our patients using the highest standards because we consider them part of our Dental Elements family."

Dr. Meggison was excited to tell us about where he experiences most of his success with Dental Elements. "We truly excel at our patient experience. Our providers are very gentle and kind. We provide painless treatments. We are proud to offer top-notch dental surgery, beautiful cosmetic

dentistry and very successfully place crowns and bridges to replace missing teeth.”

With success comes challenges. When we talked about this topic, Dr. Meggison mentioned, “Not every patient is an ideal candidate for every dental procedure. Sometimes, this can be challenging. But we do extra training every year to stay up to date on dental technology and difficult dental procedures. We use premium materials and equipment to make sure every dental procedure is planned with precision to perfection.”

When we asked about how he measures success in his business, the doctor told us, “There is no better feeling than when our patients leave with a healthier smile and then refer their friends and family. We base our success stories on patients completing their treatments and knowing they are in good hands.”

Every successful business must invest time and energy in marketing and advertising their products and services. Dental Elements is no exception. Dr. Meggison explains, “Internal marketing has worked wonders for us because our patients are some of our biggest fans. We give sponsorships to each community we serve and love attending events in those same areas. We believe in giving back to the community in which we are located. We also use a lot of social media marketing, so be sure to follow us on Facebook and Instagram to see our community engagement and current promotions!”

When asked about their target market and demographic for their products and services, we learned, “We love to work with patients who are health motivated, and health minded like we are. We offer an in-house membership plan, so we target community members who don't have dental insurance who could use our help achieving a pain-free, confident smile.”

When talking about loyal customers, we asked about how Dental Elements has built such a great customer base. Dr. Meggison told us, “We make sure that every staff member practices our core values of Patients First, Excellent Every Day, Strive to Thrive and Ride or Die. We believe wholeheartedly in practicing dental excellence, treating the patient the way we would want to be treated, constantly learning, and growing, and making sure we have a cohesive teamwork culture. We believe in internal referrals, and we have a very loyal customer base. We are always looking for ways to improve and constantly ask our current patients for feedback.” He also mentioned, “We treat our patients like family and take care of them with the highest standards in order to help them achieve their healthiest smile.”

Regarding the business, we asked Dr. Meggison if he had any new products or services on the horizon. He told us he does! “We are very excited to be expanding our office on Main Street. We will be utilizing that space for more innovative technology along with 3D imaging. We are happy to offer new procedures and be able to accommodate more patients, especially during busier seasons.”

In closing, we always ask our Chamber members how our community can best serve their business. Dr. Meggison said, “By stopping in and saying hello when you are in the vicinity. We

love our Wellsville community and meeting new people. We try to give back to the community and be present as much as we are able to.”

When we asked how the Chamber can best serve Dental Elements, Dr. Meggison told us,” By continuing to support us and help promote all we have going on.”

You can contact Dental Elements in Wellsville by calling **785-883-2117** or going to their website at **DentalElementsKC.com**. You can schedule an appointment or stop in on Monday between 9AM-5PM, Tuesdays through Thursdays from 8 AM-5 PM and on Fridays between 8 AM-2 PM. They usually are closed for lunch from 12-1 PM each day.



DENTAL
ELEMENTS