

VIVID VISION 2025



SNAPSHOT

It's **December 31st, 2025**, and De Pere Smiles is Wisconsin's gold standard for dental care.

We provide an unmatched combination of honest, cutting-edge dental care, an unparalleled patient experience, and high-quality work. True to our commitment to exceptional patient care, we deliver the most comprehensive oral care from infant wellness to more mature needs so we can grow with our patients throughout their entire lives. **We provide families with a lifetime of smiles.**



CORE VALUES



Do The Right Thing

We always prioritize patient care over the bottom line so everything is morally sound and we can sleep easy.



Grow Or Die

We learn, grow, and soak up everything available to continuously deliver the best patient experience, taking advantage of any opportunity to better our craft while personally improving ourselves.



Compassionate Honesty

We communicate respectfully and fearlessly—it's received well because we're all on the same team.



Attitude Is Everything

We can't control everything that happens, but we can have positive attitudes and provide a gracious experience when someone walks through the door.



Go Where The Work Is

We anticipate where the work will be when it arrives and drop everything to pitch in and help because we live to serve each other and our patients.

CULTURE

Culture is and always will be our **top** priority. Our servant-minded team sincerely looks out for each other and patients alike, constantly seeking ways to make others' lives better. **They radiate with pride in doing things well, pride in doing things right, and pride in being really good at what they do.** Every member of our team embodies an open invitation for others to experience our unique care for themselves.

At De Pere Smiles, no one is lukewarm—we absolutely love what we do and we are fully committed to making our vision a reality. It shows in every interaction, whether it be with patients or with one another. Casual dialogue stimulates workflow as everyone forges bonds of honesty, compassion, and camaraderie. *When you're working two feet from each other, you might as well raise each other's game.* **Everyone is open-minded to bold ideas and never afraid to share well-researched feedback,** so decisions can be made based on logic and facts rather than emotion. Regular staff meetings, monthly check-ins, and annual reviews create a structured forum for expansion while maintaining an open line of communication. **Professionalism is key.** We proudly represent this culture both inside and outside the office and always ensure we're living up to our values.

Our team of A-players knows what needs to be done, so we give them space to do it. If problems arise, we'll calmly and efficiently handle them when they're in their infancy—not make mountains out of molehills. *We're all on the same team.* Our self-deprecating sense of humor keeps things lighthearted so we can admit to making mistakes and approach them as the learning opportunities they are. Failures do not equate to defeat; instead, failure is a platform to grow upon. **In winning, we win, and in losing, we learn—we're constantly either learning or winning.**



We may reject complacency, but we also know when to celebrate progress. Team members are the first to root for each other, recognizing improvements, stand-out performances and basking in the great ideas and big wins. The **Sunshine Club** facilitates our wildly successful internal wellness program that helps team members track their personal and professional goals, share their progress, and highlight their achievements. **We love to celebrate each other's happiness, victories, successes, vacations, time off, and major life events.** The annual, year-end dinner shines a spotlight on houses bought, babies born, and milestones made to deepen our connection and ability to see one another as a whole person—not just the person that shows up at work.



There's no place for selfishness or jealousy in a winning culture. We are our own greatest cheerleaders, pushing one another to become better people. Team members are experts at creatively and effectively solving problems, but they're also hungry for more growth and relish a good challenge. We spend considerable time developing each and every one of them throughout the year, from team-building events and continuing education to individual coaching sessions and mentoring. We're confident in what we know, but we also hold an awareness for our limitations and tirelessly utilize opportunities to improve our skills and office operations as dentistry advances, materials grow, and technology improves.



TEAM

Dr. Chris Peterson, Dentist & Owner, holds the torch for our vision by working on the business, focusing on growth, and spearheading strategy and vision planning. **Dr. Maggie Priebe, Dentist & Owner**, and our **Third Dentist** lead by our core values while delivering an exceptional patient experience through their advanced clinical expertise. Our team of doctors harmoniously works together with complementary skill sets that provide comprehensive oral care. If there is a procedure our strengths don't reach, we'll ensure no experience results in a dead end by referring patients to trusted healthcare providers that can provide the best possible treatment for their needs.

Paul Appleton, COO, implements our vision on a day-to-day basis by overseeing all major functions, helping team members create systems and procedures, tackling big picture projects, and managing the different departments. The **Financial Coordinator** is a rock-solid resource for our patients, explaining our processes and communicating financial costs and payment timelines. He or she takes full charge of all insurance and billing while owning their role with pride. Our **Hygienists** deliver top-notch clinical care with a friendly bedside manner while providing easy-to-understand education. The **Dental Assistants** find ways to connect with every patient to create an environment of customized care and education for each. Our **Lactation Consultants and Speech Pathologists** passionately provide the best support and therapy in our area by lovingly educating patients to set them up for a lifetime of thriving, not just surviving. The **Front Desk Staff** are the warmest and friendliest people who set the tone for making our patient experience top-notch. Their intentional communication with both patients and staff plays a huge role in keeping the office running smoothly.

Every single person on this team is always delivering the most positive experience for our patients. Each member brings something unique to the table, which surmounts to a well-rounded team.





CORE BUSINESS ACTIVITIES

De Pere Smiles provides modern dentistry with a family-focused atmosphere and honest, high-quality dental care. Our **fusion of cutting-edge technology with a beloved small-town feel** provides a one-of-a-kind experience that leaves patients smiling from one appointment to the next. **Patients know they're in trusted hands the second they become immersed in our world of exceptional care**, from being wowed by our investments in digital dentistry to melting into the tranquility of the experience we create. **We soften the anxiety and fear of going to the dentist by making things as enjoyable and easy as possible.** Patients are treated to a relaxing atmosphere when waiting for procedures to be completed, while our commitment to patient education ensures everyone has a full understanding of their treatment. Tablets break down complex explanations into fun videos and visuals. Our easy-to-navigate patient portal makes everything from paperwork and billing information to treatment plans and answers to common questions accessible to all patients both in-office and at home.

Exemplary patient care and in-office experience is at the forefront of our business, and we never stop seeking new ways to expand our service offerings. **Specialization in tongue-tie and lip-tie treatments, lactation consultations, and speech and myofunctional therapy introduces our comprehensive oral care at the very start of a patient's life and allows us to grow with them from infancy onward.**



OFFICES

De Pere Smiles isn't just a place for dental needs; it's where patients come for connection and care. The classic brick facade communicates our solid presence within the community as the front doors open to our lively and inviting home. **Patients are immediately embraced by our positive energy as friendly smiles greet them from behind the desk.** A clean, minimalist aesthetic reaches up to lofted ceilings while natural sunlight illuminates the space with its warmth. The serene ambiance creates a peaceful and relaxing atmosphere without demanding hushed voices and whispers—*our favorite songs are always playing softly in the background.* Dental licenses, diplomas, and the Patient Dashboard highlight our greatest success stories, and heartwarming testimonials reassure patients that they're in good hands. Bright, spacious hallways branch into an immaculate sterilization area, lactation rooms, and treatment facilities. Our ten operatories provide plenty of breathing room, overlooking the well-manicured lakeside property flanked with benches and picnic tables for rest and gathering alike.

SALES & MARKETING

Endless organic referrals from super fans keep our chairs full with new patients. **We cultivate long lifetime relationships, often caring for entire families, and love being a part of each stage of their journeys.** Current clients never hesitate to rave about their experience, telling all their friends: **"You *have* to go to my dentist!"** As a result, we are the **leaders in positive reviews on Google and social media platforms.** Our dedicated social media and marketing team is absolutely crushing it. *Well-earned confidence and swagger only amplify our ability to knock it out of the park every time.* They are laser-focused on creative strategies, completely dialed into the needs of prospective clients, and consistently deliver a strong ROI on outreach initiatives. Unique social media content combines lighthearted humor and effective education to keep patients engaged and dialed into our clinic and their personal oral health advancement.



MEDIA & AWARDS

Local news coverage buzzes with praise for our dedication to community involvement, and Dr. Chris and Dr. Maggie contribute to oral health education events every year. Our work in the Tongue and Lip-Tie community has put us on the map, with Dr. Chris and our office ranking amongst the top industry leaders in the field. We are the leading educational resource for medical professionals and are continuously heralded for elevating the oral care industry as a whole, hosting over 50 different providers in-office each year and many more across our online curriculum for educational seminars.

The spotlight shines on the excellence of our work, but our culture is the true testament to who we are. Year after year, De Pere Smiles is a great place to work—just ask any one of our employees. We couldn't be prouder of this superlative team we've cultivated.



GIVING FORWARD

We're in the business of putting smiles on people's faces, and that commitment goes far beyond day-to-day dentistry. De Pere Smiles donates **over \$20k to various charities and the community throughout the year** by sponsoring several athletic and arts programs in local school districts and funding **The De Pere Smiles Academic Enhancement Scholarship**, which is given to one outstanding student from NWTC Hygiene School and one student from the NWTC Dental Assisting School. Free **oral cancer screenings for veterans and oral health and hygiene events for nonprofit organizations** allow our entire team to join in giving back to others through what we know and do. Our community outreach committee, led by Dr. Maggie, remains vigilant in finding new ways to expand our positive impact within this amazing community. All team members are empowered to support the causes closest to their hearts with company-allocated contributions that can be made to philanthropies of their personal choosing.



A NOTE FROM OUR EXECUTIVE TEAM

Building this practice is a dream come true. We each wanted to build a career where we could interact with people and play a big role in their lives while also building something great—something that reflected the fruits of our efforts. **Every step of the way, we learned the foundations of clinical dentistry, what it takes to run a business, and all the behind-the-scenes aspects that require devotion and innovation.** *All the little things that amount to something greater.* Every decision and every struggle has ultimately led us to this moment of complete contentment when everything just clicks. **Now, let's celebrate!**

Margot A. Smith *Chris Smith*