



ORGANIZATION

ZIRC COMPANY

Organizing with Color Method

Using The Color Method system streamlines your dental practice—increasing happiness and efficiency

From an early age, we learn to associate color with special meaning. A red stop sign, for example, has universal meaning worldwide. Color has even inspired a transformative approach to organizing dental offices and streamlining workflows. Many practices are finding that using a color-coded organizational system like Zirc's Color Method is an effective way to store and maintain the instruments and materials needed for any procedure. Beyond making practices more efficient, color coding can help train staff and put patients at ease—one tub, tray, and cassette at a time.

Organizing Made Simple

"One of my biggest pet peeves as a dentist was having to get up mid-procedure," explained Cappy Sinclair, DDS, who practices in Virginia Beach, VA. "As a practitioner, there's nothing that can break your confidence like telling the patient, 'Wait, we have to go and get something.'"

Fortunately, there is a simple solution to help dentists like Dr. Sinclair tackle the most common and frustrating organizational challenges. Color coding is a system that's changing the way dentists think about how instruments and supplies are maintained for the best possible accessibility. It all starts with transitioning stainless steel products to resin products. This allows Zirc to incorporate antimicrobial compounds to prevent mold growth that can cause stains and odors.

Zirc's color-code products are designed to offer the highest level of organization to the practitioner—ranging from tubs and trays that hold essential operatory items to E-Z ID Rings & Tape that label



instruments. The products come in 16 colors from 3 color lines—varying from bright to soothing.

For many clinicians, the greatest incentive for storing items by color is twofold—efficiency and productivity. Not only does color coding streamline the storage, sterilization, restocking, and operatory setup processes, but it can also increase productivity because the clinician and dental team are spending less time looking for instruments or missing materials. This equals less frustration and more time to focus on the patient.

Dr. Sinclair estimates that he saves about 3 to 5 minutes of setup time and 5 minutes of breakdown time per hour with the color-coded system. "When you multiply that throughout an 8-hour day, you're looking at about somewhere between 35 to 45 minutes," he said. "Multiply that by a week, and you're starting to really gain some valuable time that you could be doing other types of production, adding new procedures to your practice, and really generating more revenue."

Everything Within Reach

With Zirc's color-coding system, each procedure can be assigned its own color, so the instruments, instrument holders, bur holders, and dental materials are easily identifiable by that color. "By utilizing procedure tubs, I know with confidence that we're going to have



Watch this video to see how Zirc's color-coding organization system has transformed the workflow in Dr. Sinclair's Virginia Beach office.





everything that we need for the procedure at hand, so it almost eliminates, and in many cases eradicates, the need to even get up mid-procedure," Dr. Sinclair said.

Implementing color-code tubs and trays has also allowed the hygienists to set up their entire day in advance. "Having everything in a centralized inventory system with the tubs has really cut down on our excess inventory," added Dr. Sinclair.

Patients also appreciate the clean and organized look of a color-coded office. Those who are anxious about visiting a dentist are able to see more pleasing colors rather than cold stainless-steel, or worse yet, hear instruments rattle against a stainless steel tray.

No More Guesswork

No one ever has to ask where something is located at Dr. Bilyana Tesic's practice in

Monterey, CA. After color-coding instruments, trays, and tubs for common procedures using what she describes as "fun, bright colors," she and her assistants know exactly where to look for the tools they need for each appointment.

Before color coding, Dr. Tesic admitted that she was stocking each room with everything, as opposed to just the essentials. "It wasn't functional," she said, "And as our office continues to expand and we hire new employees, the system we had was not conducive to the team being able to jump in and help."

Color coding has taken the guesswork out of the daily workflow. Dr. Tesic said her entire office is now color coded so that any employee can effectively assist with any



procedure. "It has increased our productivity and has taken a lot of stress off new employees, and also has helped in training," she said. "It makes life easier for both dentist and assistant. Even the new intern knows exactly what to do."

Customer Support Is Key

Zirc provides Efficiency Experts to consult with practices about how to structure a new organizational plan. These individuals are available to discuss factors like patient flow and the overall goals of an office to help customize the plan to the practice.

"The Zirc Efficiency Experts definitely help tailor products to each practitioner's needs," concluded Dr. Tesic.

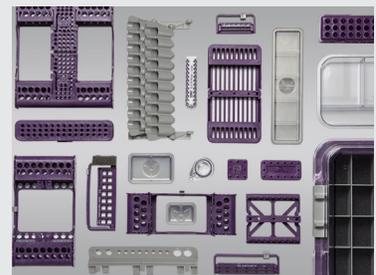
EXPLORE COLOR CODING WITH ZOBE

Zirc's Organizational Box of Efficiency, or ZOBE, is the ideal entryway into a color-coding system. The complementary resources contain 30 of the company's top-selling products in one convenient setup. Items include B-Lok instrument trays with locking covers, instrument holders, and procedure tubs that can be used as portable operatory drawers.

Zirc's cassettes, which are also included, can save time on locating

and cleaning instruments, which can ultimately make the tools last much longer. E-Z ID color-code tape and rings also make identifying tools more efficient, and they include a preassembled dispensing system.

"ZOBE made me and our assistants more efficient," said Dr. Deanna Barden. At her practice in Osawatomie, KS, she said the new system increased overall productivity and reduced the stress associated with employee training



and assistance. Color coding with ZOBE, moreover, meant that she could concentrate on the actual procedure and complete treatment faster.



Scan the QR code to learn more about ZOBE.