



Clinical Leadership

Gen4's Chief Clinical Officer and founding partner works with seven Regional Clinical

Presidents to define the organization's clinical vision and standard of care. (Above left to right, Dr. Mitch Ellingson, CCO, with Clinical Presidents, Dr. Trish Takacs, Dr. Craig Packer, Dr. Joe Field, Dr. Bryan Shanahan, Dr. Carrie Peterson, Dr. Jason Stoner, and Dr. Jennifer Keen.)



Introducing what's next in dentistry.

Gen4's Doctor Collaborative Model

Gen4 Dental Partners, America's fastest growing Dental Service Organization, is changing the face of dentistry with a new, collaborative business model designed to create the next generation of DSOs.

First, Gen4 provides a framework that empowers dental practices to retain their own identities and specialties while receiving the support and benefits of the larger organization. Dentists are able to define their own individual career paths. To support those clinical goals, senior clinicians collaborate with Gen4 dentists to expand service offerings, mentor clinic skills, and establish best practices. The result is an organization that gives practice owners a voice, an opportunity to lead, and the freedom to focus on patient care, thanks to an operational team that works in alignment with clinical leadership.

A Better DSO Model

Unlike the traditional "top down" management style of traditional DSOs, Gen4 utilizes a collaborative model that aligns operational support with the collective vision of doctor partners and clinical leadership. The result is a partnership that creates financial value without compromising clinical excellence and autonomy.

