

# A WEB SITE PROPOSAL: FREMONT HILLS DENTAL CENTRE

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ENG 421: Advanced Technical Writing  
February 24, 2006

## INTRODUCTION

Fremont Hills Dental Centre (FHDC), the office of Bernard Tellez, DDS, began practicing in Ozark six years ago. Located just south of Springfield, Dr. Tellez's office has evolved into a modern day practice that showcases many of the best new technologies in dentistry today.

After graduating from the dental school at St. Louis University, Dr. Tellez immediately went into practice in Kirkwood, Missouri, and has continued for over thirty years as a dental professional. He seeks to provide quality dental care for Ozark and the surrounding areas while constantly keeping up with the ever-changing science of dentistry and the technology that allows the science to advance.

Before moving to the Ozarks, Dr. Tellez's office remained computerless. As his new practice was built, however, he decided to enter the information age, and his dentistry has evolved tremendously over the last several years. He has improved patient care by adding intraoral cameras, digital x-ray equipment, and software. He has added an orthodontics program into his practice, and he has recently begun to offer Invisalign™ to his patients, which offers the freedom from wires and brackets that older techniques used to straighten teeth. In addition, Dr. Tellez transformed his sterilization area in 2005 into a computerized, state-of-the-art center to prevent the spread of disease through dental instruments and dental handpieces. With the scare of AIDS, hepatitis, and other diseases that can be spread in dental offices, Dr. Tellez feels this is an important part of his practice that both current and prospective patients need to know.

Dr. Tellez understands the importance of these changes in his office, but he is not always able to answer technical questions from his patients. In addition, he needs a way to educate patients and to familiarize them with the latest technologies that he has added to his practice. With information about these technologies, patients would better understand how his office can provide a better service and overall experience toward their dental health. Dr. Tellez also wishes to use these changes as attractive incentives to new patients.

The Fremont Hills Dental Centre needs an informative source for current and future patients who would like to know about available procedures, contact information, and general practice information. The field of dentistry is rapidly changing into a patient-friendly environment, and Dr. Tellez needs a way to cater to these changes, to give

patients necessary information, and to advertise the technology his office provides that sets his practice apart.

## PROPOSED PLAN

We believe that Dr. Tellez's problem would best be solved by a Fremont Hills Dental Centre Web site. This site would serve several purposes. It would provide a safe, comfortable communication hub for both current and prospective patients to inquire about treatments, new procedures, and new technologies at FHDC. It would allow patients to gain a better understanding of why Dr. Tellez has made such important investments in advanced technology. It would offer advice on how patients can better their dental health. It would also help to establish the Fremont Hills Dental Centre as a more credible, established, and competitive dental office, and would provide a way for the Dental Centre to reach and advertise to prospective patients. In order to accomplish these purposes, we would like to propose the following plan for a Fremont Hills Dental Centre Web site.

### Site Contents

The proposed Web site for the Fremont Hills Dental Centre will feature many attributes of Dr. Tellez's practice. The site will consist of a home page and ten main topics.

**Home Page:** The home page will be formed around the FHDC mission statement and purpose. It will be constructed around a simple navigational structure that will permit users easy access to the rest of the site. It will also include the office logo.

**About Dr. Tellez:** This page will highlight information about Dr. Tellez's educational background, continuing education, and dental experience. It may also include some light-hearted, personal information about Dr. Tellez and will be designed to allow visitors to feel acquainted with their dentist.

**About the Practice:** This page will let users discover the practice's history, philosophy, and mission. Dr. Tellez has built a successful practice in a short time in Southwest Missouri, and his commitment to the very best care in dentistry will be exhibited on this page.

**Services:** This page will contain subsequent pages that focus on the dental services offered by FHDC. It will include descriptions of their basic procedures offered and of four special procedures offered: fillings, whitening, cosmetics, and orthodontics. These pages will also include explanations for how and why these procedures have changed over time. The "fillings" page, for example, will discuss why alloy (amalgam) fillings have been slowly phased out and replaced with cosmetically pleasing composite (white) fillings. These pages will also feature the benefits of these applications compared to traditional antiquated systems that other doctors are still using. One page,

for example, will discuss Dr. Tellez's most proud dental achievement: the incorporation of the Invisalign™ orthodontics system, a system of teeth-straightening that has begun to replace traditional bands and brackets.

***New Technology:*** The last fifteen years have witnessed some radical changes in dentistry methods. This page (and its related child-level pages) will give detailed descriptions of the new technologies FHDC has to offer and how patients can profit from these technologies. This section will emphasize the exciting new technologies in dentistry that Dr. Tellez uses, such as digital x-rays, intraoral cameras, and a state-of-the-art sterilization area that ensures the highest level of safety for his patients.

***Staff:*** Dr. Tellez requires all of his assistants to be certified. The staff page will provide patients with peace of mind in knowing that his helpers are educated to give quality dental care alongside him.

***Hygiene Tips:*** This page will allow patients to read about how to take better care of their teeth and gums between visits. It will help the FHDC hygiene staff to communicate better with patients so that six-month cleaning visits are more efficient. It will also help patients enhance their current dental health in order to avoid extensive dental work later in life and will encourage patients to avoid putting off their six-month checkups.

***Just for Kids:*** This page will be a place for children to come and check out the site. Its focus will be to set children's minds at ease about going to the dentist and to make dental hygiene something that can be both fun and rewarding.

***Appointment and Contact Information:*** This will include FHDC's phone number, address, email, office hours, a map, directions, and instructions for making an appointment.

***FAQs:*** This section will feature answers to common questions, such as how to file insurance, how to finance dental treatment, and what to expect at an appointment.

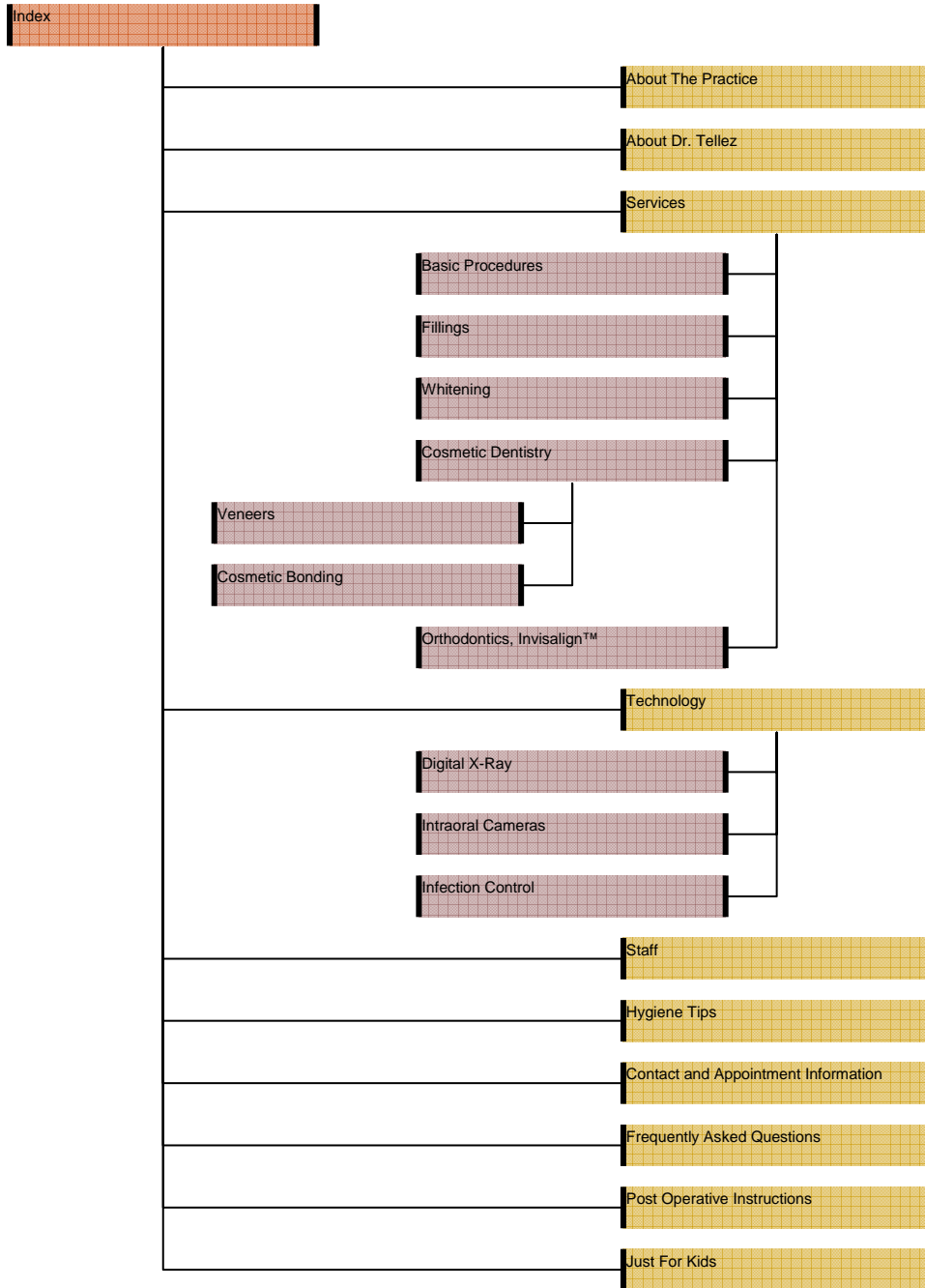
***Post-Operative Instructions:*** This page will provide a list of post-operative instructions for patients who have just undergone a dental procedure at FHDC. It will include a printer-friendly version (PDF) of the instructions that will remove graphics and provide only the necessary text.

The final three sections of the site (listed above) will furnish information to patients that will save valuable office time for the FHDC front desk staff. Every day, the front desk is inundated with calls from patients requesting general information that ranges from directions and office hours to post-operative instructions. These pages will help to solve this problem and to provide patients with necessary, practical information in a convenient, accessible way. All other sections will supply a general overview of

Fremont Hills Dental Centre that will serve both current and prospective patients very well.

### Site Structure

The chart below illustrates the planned navigational structure of the Fremont Hills Dental Centre Web site.



## Site Design

Visual design of the individual Web pages outlined above will be based on layout tables rather than on a FrontPage® theme. This will allow our team more flexibility in designing a site that is unique to Fremont Hills Dental Centre and that uses a design based upon Dr. Tellez's logo and color scheme. The FHDC logo consists of a simple, air-brushed toothbrush that uses blended shades of dark purple, dark blue, and dark pink. The logo looks trendy, contemporary, and professional, and its design and color scheme will make a great basis for the appearance of the entire Web site.

## METHOD

The construction of a Web site for Fremont Hills Dental Centre will require five main steps: researching, writing, editing, evaluating, and publishing. Each step in the process will require the cooperation of our entire group and a unified approach to each task. Thus, this section seeks to outline our group's intended approach to each of these five major steps.

### Research

Our research will rely on both primary and secondary sources. Primary sources will include interviews and discussion with Sharon David – FHDC correspondent appointed to work with us – and possibly with Bernard Tellez, the FHDC dentist. Clay Bowler, one of our group members, also has extensive knowledge and experience with dentistry. In addition, we will use secondary sources such as office materials and instruction sheets from the Dental Centre, brochures and pamphlets from the Dental Centre, information from other dental Web sites and online dental groups, and – if needed – other books or encyclopedias about the dental field. Research will be divided among group members according to the Web pages each member is responsible for writing.

### Writing

Development of the site's content will take place both during and after the research phase and will be divided evenly between group members. Our group has divided the writing by assigning certain Web pages within the site to certain group members. The divisions are as follows.

Clay Bowler	Jill LaSalle	Shauna Storey
Basic Procedures Fillings New Technology Introduction Digital X-Ray Intraoral Cameras Infection Control	Post-Operative Instructions Oral Hygiene Tips Whitening Orthodontics FAQs Just For Kids	Home About Dr. Tellez About the Practice Services (Introduction) Staff Contact and Appointment Info Cosmetics

As our team proceeds into the writing phase, an imbalance in the amount of text required for each page may cause us to re-evaluate and adjust writing assignments.

### Editing

The editing stage will involve both editing of text and editing of the Web site itself. Text editing will involve checking for complete content, for stylistic consistency among writers, and for grammatical and mechanical accuracy. Site editing will involve checking for neat and professional appearance, functionality of links and navigational tools, and reasonable load time. Much like the writing, editing will also be divided among group members. Shauna Storey will act as point-person for editing, but all text for the site will be submitted for final editing and approval by the entire team.

### Evaluating

To evaluate the success of our Web site project, we will invite a third party to explore the site for completeness, clarity, readability, and navigational ease. This will allow us to test the usability of the site with someone who is unfamiliar to its structure. Additionally, we will conduct – and ask others to conduct – proofreading for consistency and grammatical correctness. By doing so, we will be able to ensure that the site is professional, fully functional, and accurate.

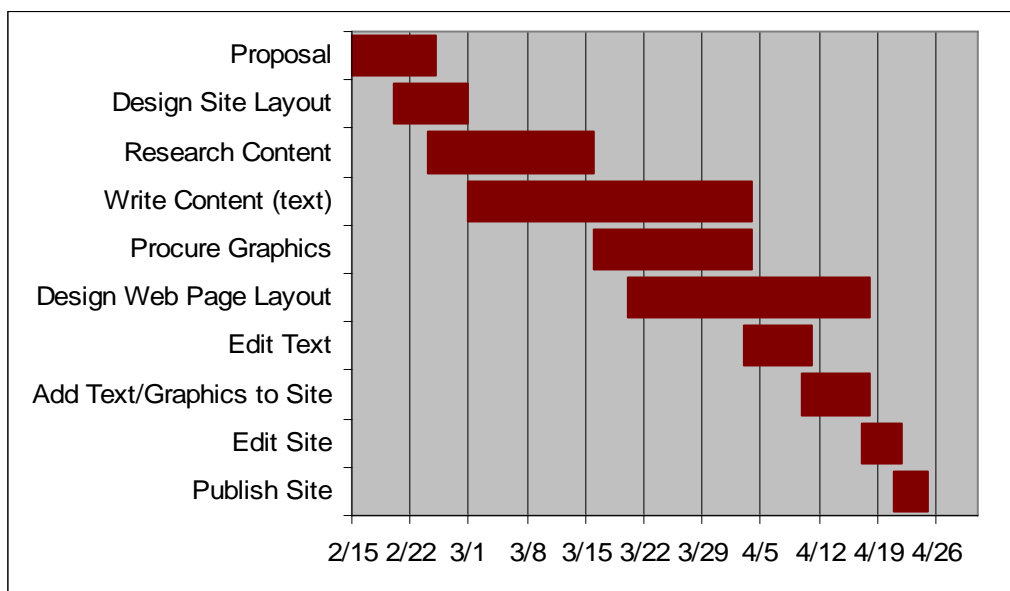
### Publishing

Upon completion of the Web site, our group will publish the Fremont Hills Dental Centre Web site to a Missouri State University student domain. Fremont Hills Dental Centre then plans to publish the site to a paid domain: [www.fremonthillsdental.com](http://www.fremonthillsdental.com).

## SCHEDULE

The Gantt chart below illustrates the timeframes and deadlines for each task to be completed over the course of this project. Though our timeline may flex some as the project commences, this chart will provide a solid guide to gauge and direct our progress. Major deadlines include the conclusion of our research by March 15, our

writing by April 3, our page design by April 17, and our editing by April 21. The site must be completed and published by April 24.



In order to remain coordinated and to meet these deadlines, our group will meet outside of class every few weeks to discuss our progress and to make adjustments or further plans when needed. We have already scheduled the following meeting times and their focus:

- Research/graphics: March 1, 11AM
- Writing/layout: March 17, 11AM
- Editing (text)/design: April 5, 11AM
- Design/add content: April 12, 11 AM
- Editing (site): April 17, 11AM
- Publish site: April 21, 11AM

We will also be able to communicate frequently via e-mail and class and will schedule further meetings as necessary.

## QUALIFICATIONS

We feel our group is highly qualified to carry out our proposed plan.

### Clay Bowler

Clay Bowler has been a part of the dental industry since 1991. He was trained in the Army as a dental technician, and he used his knowledge as a civilian in a number of roles. He initially worked as an extended duty technician. In 1996, his interest in computers combined with his knowledge of dentistry when he was hired by Meer Dental to help start up their dental software program. He helped lead the company into the advancement of digital imaging within the software. When Meer was bought out by

Henry Schein in 2000, he moved to an application service provider, Ciraden, which was attempting to provide practice management over the internet. Ciraden was ahead of its time, and the cost to provide the service to doctors was too expensive for the initial demand of the product. As Kodak was restructuring into a digital company, Clay entered the ground floor as Kodak rolled out its state-of-the-art entry into the dental digital x-ray market. He has since then left the dental industry to pursue a career in technical writing.

### **Jill LaSalle**

Jill has significant experience in document creation. She headed a group Web site project on Islam for a world religions course at Leeward Community College that received an excellent score and was one of the sites chosen as an example for the following semester's students. Additionally, she has excellent research skills and has completed projects that include a study of homeschooling for Leeward Community College – which was chosen by the instructor as an excellent example – and a research paper on the experiences that girls face in math and science classes. In the fall of 2005, Jill edited three documents for the Springfield Victory Mission. One of these documents required a complete rewrite in order to create a more professional and accessible document. Jill works very well under tight deadlines and with little supervision, and she particularly enjoys creating new documents.

### **Shauna Storey**

Over the course of her college career, Shauna Storey has excelled in writing, editing, and document design. She has written numerous research papers, including a collaborative paper on the role and influence of the mass media on the James Bond film series, a field study on the influence of Celtic music on modern musical trends, and an extensive individual feasibility study on the purchase of a house. While conducting these projects, Shauna has gained valuable experience both in collaborating with others and in researching – especially in conducting interviews and other primary research. Last fall, Shauna edited Fellowship Bible Church's *Discovery I*, a manual used to introduce new members to the doctrines and philosophies of the church. Over the course of the editing project, Shauna reorganized the document, redesigned its appearance, added navigational tools and graphic elements, and corrected grammatical and mechanical problems. During the process, she also honed important audience analysis and document design skills that will prove crucial for the present project. In light of her experience with research, writing, editing, and document design, Shauna has valuable skills to contribute to the construction of this Web site. She can be an important contributor to help it become an effective tool that will serve its purposes very well for both dentist and patient.

## COSTS

The costs in creating this Web site should be minimal. The following spreadsheet explains expected purchases and their costs:

<b><i>Design Costs For Fremont Hills Dental Centre Web Site</i></b>	<b><i>Expected Costs</i></b>	<b><i>Actual Costs To Date</i></b>
<b><i>Expense</i></b>		
Domain Name: www.fremonthillsdental.com	\$8.95	\$2.95
CD-Rs	\$2.50	
Transportation at .31 a mile (standard deduction)	\$31.00	\$6.51
Copying 50 pages at .10 a piece	\$5.00	
Paper	\$5.00	
<b>Total</b>	<b>\$52.45</b>	<b>\$9.46</b>

## BENEFITS

The creation of a Fremont Hills Dental Centre Web site would provide a number of significant benefits. These benefits would extend to both current and prospective patients, to the Dental Centre itself, and to ourselves as the Web site creators.

For patients, the site would provide a highly convenient, non-threatening way to learn more about FHDC and about what patients can expect from the Centre. It would provide in-depth explanations of what services and advanced technologies FHDC offers. It would also make crucial information – such as the Centre's office hours, location, and appointment-setting procedures – available to patients before and after hours.

For Fremont Hills Dental Centre, a Web site would provide a means to conveniently distribute information to all patients. Having information online would provide the center with an extra professional edge, increased credibility, and a reduction in the volume of frivolous, unnecessary phone calls that waste both time and money. The site would also allow Fremont Hills Dental Centre to set itself apart from its competitors and to use internet technology to back up its claims to new dental technology.

For ourselves as site creators, the construction of an FHDC Web site would allow us the opportunity to create a project that can be applied in a real-life, practical business setting. A polished Web site project – especially one that will actually be used by the client – would provide us each with impressive portfolio and resumé material. It would also give us each some valuable experience in working as a team on a complex project,

in working with Web document design, and in hands-on experience with a Web design program: Microsoft FrontPage®.

## CONCLUSION

In light of both the needs of the Fremont Hills Dental Centre and the numerous benefits listed above, we believe that a Fremont Hills Dental Centre Web site would provide an excellent way for Dr. Tellez to continue advancing his practice as technology in both dentistry and the rest of the world continues to move forward. We also believe that such a site would allow us to create an exciting, quality, real-world Web project that would help us to develop and hone important research, writing, document design, and Web design skills.