

Join Our Team

Welcome To Our Practice



Creating Confidence Through Smiles



www.potomacdentalcentre.com



301-790-2007



1301 Potomac Ave.
Hagerstown, MD 21742



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WELCOME TO POTOMAC DENTAL CENTRE



At Potomac Dental Centre, we believe in the power of growth and development. Our dentists and their dedicated teams share a common commitment: to continually improve and provide the highest level of care to our patients.

At the heart of our practice is our leader, Dr. Everett Eklund, who leads with a mindset of service to his team first. Our owner and lead dentist sets clear expectations, not only to ensure the success of our team but also to support your personal and professional growth.

We're excited to introduce you to an environment where teamwork, growth, and the pursuit of knowledge are the pillars of our success. Join us on this journey to make a lasting impact on the smiles of our community.



Vision & Mission

Vision

Our vision is to empower others to live an enthusiastic life. Our goal is to build a self-managing, self-perpetuating dental organization that stands the test of time.

Mission

When people are embarrassed to smile, socialize in public or chew the foods they love, the passion to live fully the way they once did is lost. At Potomac Dental Centre, we will create a custom plan, guide you through your journey and restore your smile so you can live confidently.



Company History



1970

Potomac Dental Centre was founded by Dr. David Eklund.



1980

Potomac Dental Centre Opened on 4 Cypress St.



2003

Dr. Rhett graduated from Loma Linda University School of Dentistry & joined PDC.



2006

Dr. Rhett bought the practice from his dad, Dr. Eklund.

2017

Potomac Dental Centre became the one of the first IV sedation-certified GP in Washington County.



2020

Moved into the new office on 1301 Potomac Ave. with more than 2x the space.



2025/6

Renovate the original 4 Cypress St. into a second location.



Core Values



Service to Others

Dedication to improving their patients' oral health and overall well-being. They prioritize patient needs, communicate with empathy, and involve patients in their care decisions. This commitment extends to continuous professional development and community engagement, embodying the belief that quality healthcare, including dental care, is a fundamental right for all.



Humbly Confident

The delicate balance between self-assurance in dental skills and a deep sense of humility. This trait implies that they have the technical expertise and competence to provide excellent dental care while acknowledging the vast and ever-evolving nature of their field, remaining open to learning and collaboration with colleagues. This combination of confidence and humility fosters a trustworthy, patient-centered approach that puts their patients' well-being at the forefront of their practice.



Enthusiastic

Approaches their profession with genuine passion and excitement. Their enthusiasm inspires trust and comfort in their patients, making dental visits more pleasant and less intimidating. This contagious energy also motivates their team and creates a positive, supportive work environment, ultimately benefiting both staff and patients.



Accountable

The commitment to taking responsibility for their actions and decisions in patient care and team interactions. They acknowledge and learn from their mistakes, striving to continually improve their practice. This value instills trust and confidence in both patients and colleagues, as it ensures a transparent and ethical approach to dental care.



Growth-Minded

Dedicated to continuous learning and self-improvement. They embrace new techniques, technologies, and research to provide the most effective and up-to-date dental care. This mindset fosters innovation and adaptability, ensuring their practice evolves with the ever-changing landscape of dentistry to better serve their patients.

Company Culture

Leadership & Communication

Just as we are advocates for our patients, our entire team advocates for one another. Professional and personal growth is encouraged and supported. We believe that the only way to have happy, confident patients is to first make sure our employees are happy and confident in themselves.

Our dentists and their teams understand that their success is dependent on being able to continually grow and develop. Your leader leads from a mindset of service first and sets clear expectations of you in order to set you up for success.



This Role Is For You If You're:

- **Growth-Oriented:** Someone who wants to continue learning and building their abilities through persistence and feedback.
- **Productive:** Someone who understands their role is to help the team to win and takes into account the company's profits and objectives.
- **Driven:** Someone who is willing to take continuing education courses and takes responsibility for their own development to succeed in their career.

This Role Is Not For You If You:

- Prefer to work solo rather than with a team.
- Are uncomfortable being in close proximity with a wide variety of people with different beliefs, orientations, language barriers, or identities daily.
- Are uncomfortable with duty or task changes.
- Are interested in a short term job rather than a long term career in dentistry.
- Fear conflict or constructive guidance.
- Prefer not to attend unpaid, after hours team parties, activities, and events (book club, barn party, pool party, etc).
- Prefer not to travel for continuing education courses.



- **Positive:** Someone who is able to maintain an upbeat attitude, bringing out the smiles of those around them.
- **Clean/Organized:** Someone who is able to take pride in keeping a clean and tidy workspace.
- **Confident:** Someone who is able to schedule patients, ask for payment, or answer appropriate questions.



Job Advert

Ready to reach your goals and take your dentistry to the next level? Don't allow yourself to be held back. You deserve to walk into work confident that you're one day closer to achieving your goals.



At Potomac Dental Centre, we have developed a clear, strong system of support that empowers our dentists. Our tried and true support system will make you more productive, give you training for new procedures, provide mentorship (that fills in the gaps that training alone doesn't accomplish), and provide you with an accountability chart so that goals are clear and you can be rewarded for accomplishing them.

Potomac Dental Centre is an environment where people can discover, develop, and be rewarded for their talents.

To Support Our Team Members We Offer:

- Paid Time Off
- Traditional IRA (Company match up to 3%)
- Goal-Met Monthly Bonus & Raise Opportunities
- Medical Insurance
- Dental Care
- Relocation Assistance
- Starting Pay at \$178,000 with \$10,000 Sign On Bonus

Potomac Dental Centre is a full-scope general practice, meaning you'd be expected to eventually handle surgical, ortho, endo, implant, sedation, and cosmetic cases. Our mission is to take the time to understand each patient, create custom plans specific to their needs and desires, and guide them through their dental journey, restoring their smile so that they can socialize, eat, and live confidently.

We're located in Hagerstown, MD. Hagerstown is a rural city with big city proximities and amenities. Here you can focus on the activities and people you love without the noise, crowds, or HOA fees of a city. Affordable housing, short commutes, top-tier education, thriving business and arts community, nature, location, and a growing food scene make Hagerstown a perfect place to establish roots with your family.

Ready to change lives and transform your own?

To apply, go to <https://potomacdentalcentre.com/join-our-team/>

⁸ Meet Our Team

Admin Team



Our admin team at Potomac Dental Centre is passionately committed to crafting a positive patient experience, starting with that initial phone call and extending through to financing. Their close collaboration with our marketing team ensures we not only attract potential patients but also excel at converting them into scheduled appointments, ultimately driving the success of our dental practice.

Assistant Team



Our dental assistant team at Potomac Dental Centre is known for their warmth and compassion, dedicated to providing exceptional patient care and ensuring smooth, efficient systems. They excel in building trusting relationships with patients, making them feel at ease, and helping them move forward with treatment, aligning seamlessly with our practice's goals of both patient satisfaction and overall success.

Cypress (In-House Marketing Team)



The Marketing Department at Potomac Dental Centre is unwavering in its dedication to devising strategic approaches that attract high-quality patients, enabling us to support our team and meet our practice's objectives effectively. Their focus on bringing in patients who align with our standards ensures that we not only maintain a thriving practice but also uphold the level of care and service excellence that defines us.

Cypress Highlight

Cypress was founded to give the providers and team at PDC a competitive edge.

A dedicated marketing team also helps to ensure our new providers are busy doing the type of dentistry they want to be doing.

DIGITAL MARKETING



- Website
- Google Search
- Social Media Posts
- Social Media Paid Ads
- Retargeting ads
- Geofencing

TV MARKETING ADS



- Antietam Cable Networks
- Antietam Cable Streaming



OTHER

- Sign outside
- Herald Mail Inserts
- Patient Referrals

Marketing Strategy

Social Media, Nurture Campaigns, Strong Branding

Online Reviews, Testimonial Videos, Education

Awareness

Visibility

Reputation

Credibility

Google Paid Ads, Social Media Paid Ads, Website

Strong Culture, Consistent with Messaging/Online & In-Office





Dentists

The dentists at Potomac Dental Centre are driven by a profound passion for serving our community through dentistry, making it their mission to consistently deliver excellent dental care. They actively pursue continuous growth, mastering modern techniques to ensure a seamless and positive patient experience while recognizing that embracing a growth mindset and fostering teamwork are vital for our practice's ongoing success.



Hygiene Team

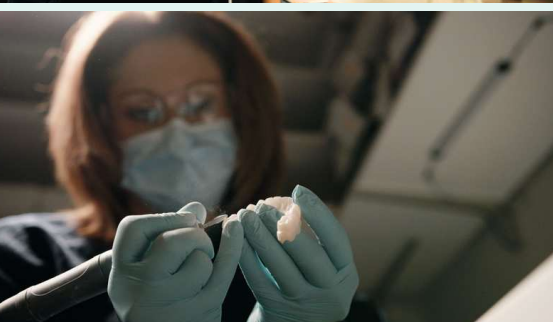
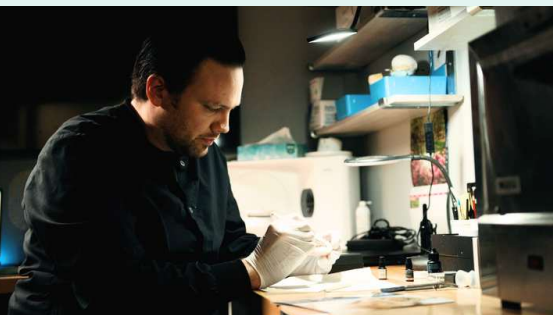
Our dental hygienists are committed to providing exceptional oral care because they recognize its profound impact on our patients' overall health. With a steadfast focus on preventative oral health, they empower our patients to maintain good health while also contributing significantly to the success of our dental practice through their dedication and expertise.



Magnolia Dental Lab (In-House Lab)

Our lab techs play a crucial role in our in-house digital dental lab, delivering superior products and ensuring a swift turnaround time, which ultimately benefits our patients by enhancing efficiency and reducing waiting times. Their commitment to seamless communication, rigorous quality control, and cost-efficiency not only results in consistent, high-quality work but also supports our dental team in delivering exceptional care to our patients.

Magnolia Dental Lab Highlight



Our Tech:

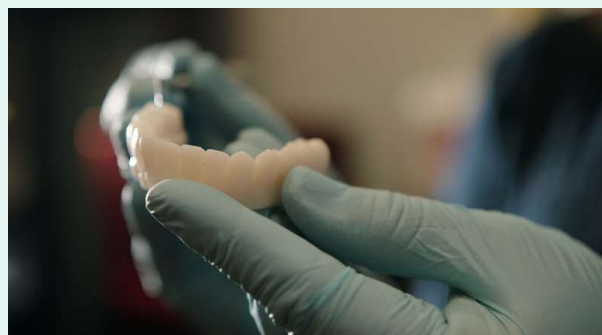
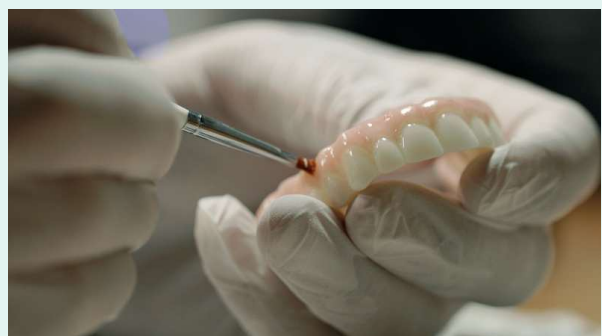
Formlabs 3D Printer **Sintering Oven**
Medit Facial Scanner **Versamill**

To serve our community with the best possible care, our team founded an in-house digital lab. Magnolia allowed us to ensure no patient ever leaves without teeth. Magnolia also allowed us to provide our patients and providers with a higher quality product for a lower price.

What We Fabricate:

- **Dentures & Partial**s
- **Dental Bridges**
- **Ortho Aligners**
- **Temporary Prosthesis**
- **Dental Crowns**
- **Dental Models**

Our technicians are skilled artists who have undergone extensive training in order to deliver the most beautiful fabricated smiles.



Our Current Facility

Operatory Rooms

- 9 Standard Operatory Rooms
- 3 Surgical Suits

Technology

- CBCT
- Cerec Scanner & Mill
- In-House Digital Lab
- Intra-Spin for LPRF

Providers

- 2 Full-Time Associates
- Dr. Everett Eklund: Part-Time Dentist/Owner
- 2 Full-Time Hygienists
- 1 Part-Time Hygienist
- 27 Team Members Total

Tour Our Facility



Our Future Facility

We're excited to share that we have some fantastic plans on the horizon, designed to provide our associate dentists and our entire dental team with increased opportunities to pursue their passion in dentistry, all while strengthening our commitment to our wonderful community.

This facility has the capacity to hold multiple operatories, surgical suites, office spaces, and advanced technology such as a CBCT machine.



Our Dentistry



Dental Implants

- Mini Dental Implants
- Traditional

Sedation

- Nitrous Oxide
- Oral Sedation
- IV Sedation

Cosmetic Dentistry

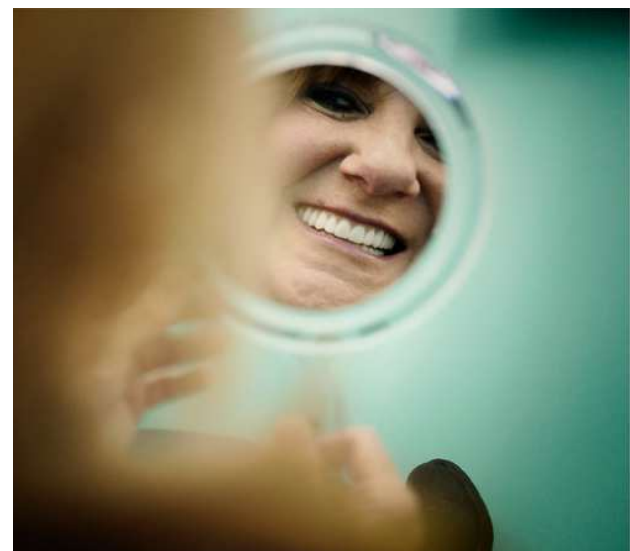
- Smile Makeovers
- Cosmetic Bonding
- Veneers
- Laser Dentistry
- Teeth Whitening
- Straight Smilin' (Our Own Clear Ortho-Aligner Brand)

General Dentistry

- Digital X-Rays
- Fillings
- Same-Day Crowns
- Bridges
- Root Canal Therapy
- Extractions
- Dentures
- Pediatric Dentistry
- Night Guards & NTIs
- Emergency Dentistry

Oral Wellness

- Dental Exams
- Dental Cleanings
- Periodontal Disease Tx
- HR5 Oral Bacteria Saliva Testing
- Oral Cancer Screenings
- Sealants
- Fluoride Tx



Our Associates

Our Associate Road Map to Success:

Here’s the general plan behind your first and future steps at PDC.

Leadership & Development

- Help Guide New Team Members
- Grow in Skills
- Grow in Confidence
- Grow in Production
- Grow in Core Values



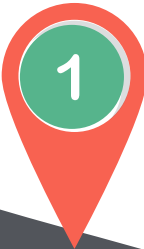
Sedation Training

- Sedation Training
 - Oral Sedation
 - IV Sedation
 - Certified



Implant Training

- Single Implants
- Full Arch ISD, RH
- Finishing RH, ISD
- Removing Implants
- Sinus Bump
- Sinus Lift

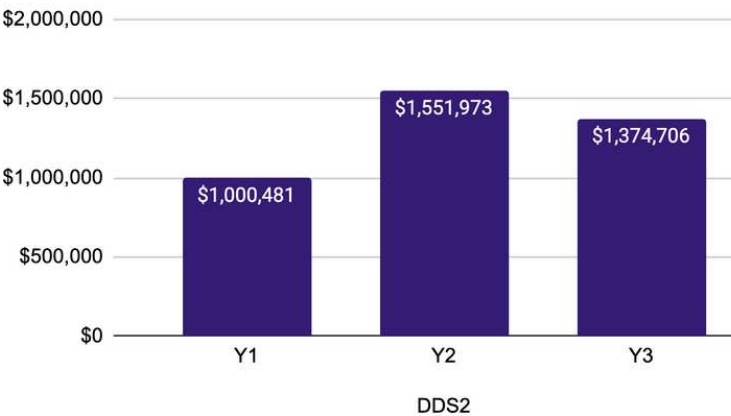


Entry Level

- Fillings
- Crowns
- Extractions
- RCT
- Prosthetics
- Ortho

What to Expect In Your 1st Year

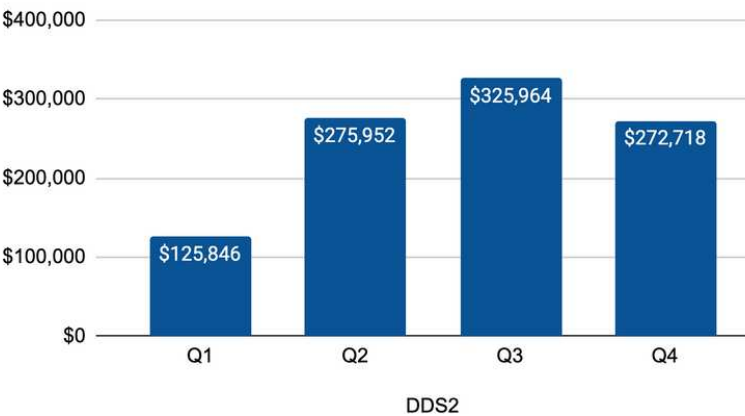
DDS2 Year over Year Production



DDS3 Yr 1, Quarter over Quarter Production



DDS2 Yr 1, Quarter over Quarter Production



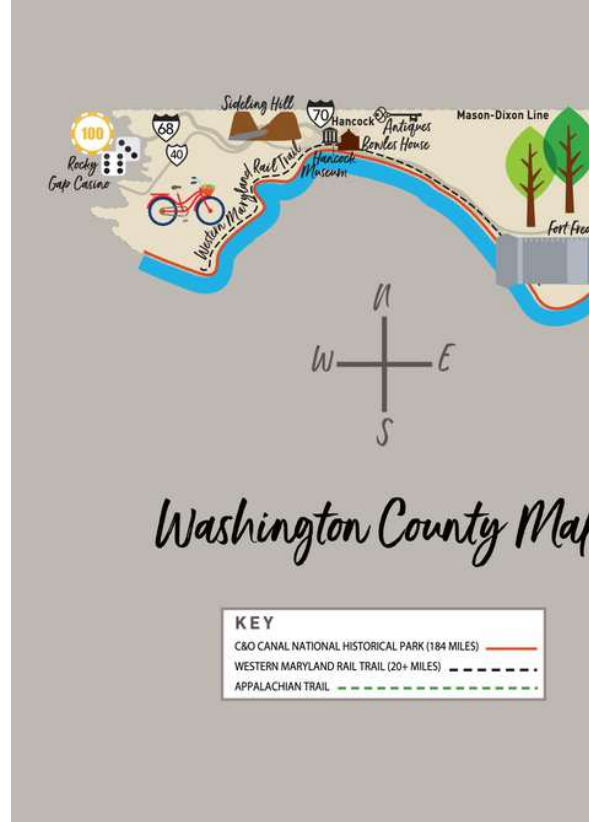
Our Community

The Area

Hagerstown, MD, is a vibrant destination that with its delightful mix of small-town charisma and convenient access to major urban hubs.

The city boasts a historic downtown brimming with charming boutiques and eateries, and its close proximity to Washington, D.C. and Baltimore promises an array of exciting career prospects.

With a cost of living that won't break the bank and ongoing revitalization initiatives, Hagerstown exudes a sense of optimism, making it the perfect place for young families looking for an invigorating and affordable lifestyle in the heart of Maryland.



The Growth

The city's future is even brighter, with ambitious development plans that include a minor league baseball team and stadium in the heart of the city and a medical school opening in 2025.

Hagerstown is poised to continue its upward trajectory, offering everyone a chance to grow alongside the city and be a part of its promising journey towards an even more exciting and prosperous future.



The Attractions

Hagerstown's rich cultural scene and outdoor recreational opportunities make it an ideal place to embrace work-life balance.

From art galleries and live music venues like

The Maryland Theatre to nearby hiking trails in the stunning Appalachian Mountains, you'll find endless ways to unwind and recharge right at your doorstep.





Thank You

**We're proud of our team, our work, and our community.
We feel that this is a great area to work, live, and thrive.**

If you're interested in an interview or just a more personal conversation, please go to the QR code below and fill out a short questionnaire.



Contact Information :



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