

The Bay Area Beacon

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YOU'RE NOT A CASE NUMBER TO DARRELL

You're a Friend and Valued Customer

Time is really flying by — October begins our fourth quarter of 2022, and it's my 30th year working here at Berkeley Dental Laboratory, serving all of you. I must be having way too much fun because it definitely does not feel like I've been here that long! As I reflect on my career, I pride myself on three things: the level of detail I put into each case, the dedication to always improve my craft, and the relationships I build with my doctors and their teams. Because these traits weren't innate in me — I had to learn them — it's a good thing I had great role models who led by example.

Some of you may recall the stories I shared about my parents and their grocery store. Growing up, my siblings and I helped around the store. We learned valuable lessons and practiced what our parents always taught us: to acknowledge everyone who came through the door and help them in any way we could. That's when I realized how vital these skills were and that friendship and business go hand-in-hand.

Thanks to my parents' lasting impression, I want to establish a friendship with my doctors so they are comfortable giving honest feedback about the quality of the cases and the service they are receiving when working with me. Your feedback allows me to improve every day to ensure your needs are met, and that you have a great experience with every case we work on together. I don't only want to provide

you with the highest quality product; I want to also give you peace of mind that I'll do everything it takes to make sure you and your patients are taken care of. You're not just a number, and the work you send me is not just another case number to me. I will always be available to answer your questions, offer help whenever I can, and go the extra mile each time.

Through the years, my doctors have shared with me so many stories about their happy patients and also their horror stories about their experiences with other labs they worked with. I have so much information to write about — enough for a book for dentists. I'm sure you can definitely relate and will enjoy reading it.

Your time is valuable, so I make it a priority not to waste it. My lab is small. It's not a giant lab like some of the national labs we all know. It's small on purpose. Quality control and building long-term partnerships are everything to me. I work every day to make sure you and our patients are happy and completely satisfied. I double and sometimes triple-check my work and the due date to make sure it's done correctly and delivered on time.

My longtime doctors, and the new ones who came on board this year, tell me that the personal relationships I've developed, the customized service, and my dedication to providing meticulously detailed work make my lab stand out from the rest. Although I don't always get to work directly with our patients, they mean a lot to me, and I want to ensure they get the best service possible. If you're looking to improve the care you provide to your patients, please reach out. If you know of a dental office looking for a new lab, please tell them about Berkeley Dental Laboratory. I'll make sure you get the cases you need without all the extra stress and worries.

Thank you for trusting me to help you with your lab services for the past three decades. I look forward to serving my existing doctors and new doctors for another 30 years!

-Darrell Lee

Attention New Doctors — *A Special Offer Awaits You!*

Providing dentists with information is something I value. To help new dentists, I've created a **FREE** information kit, "7 Questions to Ask When Choosing a Dental Laboratory to Partner With."

Call 510-525-0135 today to request your kit.
You'll also receive an **EXCLUSIVE OFFER** in honor of our 50th anniversary!