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**Human Investment:** *Stories of Human Investment and Bottom Line Results*

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## DR. ANDREW MATTA, SERENITY DENTAL CARE

### The Situation

Serenity Dental Care was a “successful” practice and Dr. Andrew Matta was looking to expand. In order to grow the practice in size, it needed to grow in business practice and sophistication as well.

“We weren’t big enough for a full-time HR (human resources) person,” said Dr. Matta. “Yet we needed HR protocols, recruiting strategies and a personnel manual.”

As the practice was poised to grow into several locations, Dr. Matta realized that he could no longer manage the practice directly. He needed processes in place to ensure a consistent patient experience and effective staff.

### Investment in Human Capital

Dr. Matta interviewed a number of consultants and HR companies; enter Tracey Palmieri of Comprehensive Human Capital Solutions. Dr. Matta met with Tracey and she “stood out with good experience in a number of HR and organizational areas.”

They mapped out a game plan to develop the HR processes of the organization, starting with a detailed project plan and timeline.

*The first project focused on:*

- an employee manual vetted for HR and legal compliance
- hiring and employee evaluation procedures
- the definition of doctor and staff, full-time and part-time positions, salaries, and reporting structure

Next, Tracey put together an employee development program for promotion within the organization which defined competency requirements and described career paths.

As Dr. Matta looked to expand the company, a leadership program was needed to train new managers and implement the newly designed business protocols. Tracey helped develop those procedures for how information is collected, organized, and reported.

“Tracey brought my company to a very high level of organization and processes; we now operate as a structured corporation.”

**Dr. Andrew Matta**  
Serenity Dental Care



Tracey also trained the HR person who took over the newly developed processes and became the company's first full time human resources professional. They continued to work together on a limited basis as Tracey coached him and other new organization managers and leaders.

### The Results

For Dr. Matta and Serenity Dental, the results have been amazing. One of the hallmarks of CHCS is that not only are processes developed, but people are as well. Tracey coaches individuals to ensure that the systems, and the people, are successful in the organization.

Dr. Matta reports that the organization and processes allowed a relatively small organization to function as a large company does. These structures and systems helped land financial investment and speed the process of growth forward. In addition, Dr. Matta has the processes to handle employee issues and development. This allows for a smoother and more strategic (and profitable) operation of the company.

The result is better for the people of Serenity Dental, the bottomline, and most of all... their smiling patients.

### What was the Human Capital difference?

"She really listened to me and understood our situation," stated Dr. Matta. "Tracey brought my company to a very high level of organization and processes; we now operate as a structured corporation."

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#### Follow up on Dr. Matta: The Value of Employee Handbooks

Every business has employees that don't work out. Without an employee handbook, proper review and documentation processes in place, dealing with problem employees can be very difficult.

Dr. Matta experienced this issue after working with CHCS's Tracey Palmieri. However, since the processes Tracey and Dr. Matta put in place were followed, a serious issue was averted. A problem employee threatened legal action; however Dr. Matta could clearly show the steps the practice took to work with the employee, and the evaluation and dismissal process were clear and followed precisely. The result was no legal action.

Don't risk the consequences of not having proper procedures and documentation in place. Contact CHCS today to learn more about employee handbooks and processes.

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