

Making Dental Desirable: An Evenly Case Study



evenly

Evenly is an orthodontic technology company founded in 2019 with sites located among retail stores, creating an experience that's more desirable and salon-like than traditional orthodontic offices.

Located in a thriving shopping district, Evenly has transformed how people engage with their orthodontists and dentists, making the experience of routine cleanings and more in-depth orthodontic procedures as desirable and convenient as getting one's hair styled.

After working with a design architect for the vision, Evenly turned to Leiden to bring their vision to life and excitement to their patients' experience.

A LONG-TERM PARTNERSHIP

Before founding Evenly, Barry Beck had worked with Leiden at Bluemercury, the nation's largest and fastest-growing luxury beauty products retailer. During that time, he had established a trusted relationship with the Leiden team and its president, Mike Hopp, most of all.

"Whenever we have a need, we call Mike," Barry says, describing the collaborative way that the Leiden team works. "And Mike handles it personally. He doesn't hand it off to someone. He stays very involved."

"I wouldn't go anywhere else."

*Barry Beck, Founder of
Evenly Technologies, Inc.*

A very hands-on approach is a hallmark of working with Leiden, and the Evenly project was no different. Barry had regular weekly calls with Leiden's project managers (PMs), and whenever questions arose between those meetings, he could call Mike Hopp and get them answered.

VALUE ENGINEERING A NEW EXPERIENCE

Achieving Evenly's vision meant doing away with the components commonly found in the dentist's office, such as swing-down lights, clinical-looking exam rooms, and the tray of terrifying tools waiting to whir disturbingly in the patient's mouth.

Evenly trusted Leiden to bring its "chic and spartan" vision to life — creating something that looked like a salon or retail shop but performed like a full-service dental and orthodontic operation — including medical-grade building materials, electrical, and plumbing.

"Value Engineering" — a term Leiden uses for its process of discovering ways to build efficiencies into a project, ensuring that budgets and timelines are respected — was critical to bringing the ambitious Evenly space to reality.

BUILT FOR FLEXIBILITY AND EASE

One part of Evenly's design called for lower walls between the operatory spaces that included the electrical, compressed air, and suction needed for dental procedures.

"It made sense for us to go ahead and build them in the shop," Mike explained, instead of the construction company building them on site. This was a Value Engineering decision made for efficiency. If the Leiden team could build the walls and run the electric and plumbing in the shop, the installation would be quicker and easier.

Another efficiency came from constructing removable decorative panels made to hide plumbing in other areas. These panels simplified the process of running the utilities and will make it easier to service these critical systems.

Leiden built Evenly's fixtures and cabinetry for expansion and scaling as well. Each piece is numbered and cataloged, making it easy for Evenly to reference and order as they move into new spaces.

This modular approach was a delight to the Evenly team right from the start. "Everything was designed so thoughtfully, we were able to just move in," said Barry. "Things came off the truck, were rolled into place, and we were ready to go. There were no surprises at install time."

THE EXCITEMENT IS BUILT-IN

The Evenly project kicked off in December of 2019, and by February of 2020 the space was complete and ready for business. While this was a tight timeline, Barry at Evenly knew that Leiden was up to the task.

"It's easy when you have a business partner who understands what you're talking about," Barry said. The tight partnership that he has with Leiden — built on consistent communication and Leiden's expertise — ensures that projects can progress smoothly and efficiently.

What's next for Evenly? Changing the way people see orthodontics and dentistry while expanding its business nationwide and enlisting Leiden's help to build the excitement.

