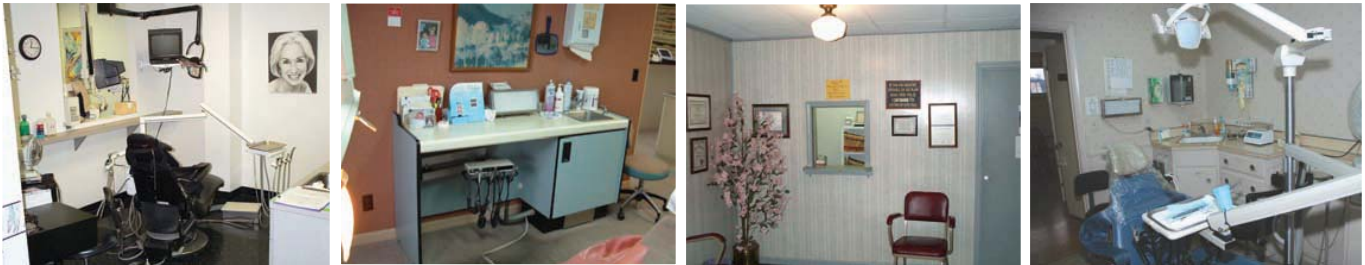


# TIME FOR AN OFFICE MAKEOVER???



## Who's looking at your office?

### Why you should care.

- It functions fine.
- I've been using it for years.
- I know how to work on it myself.
- It has sentimental value.

A dental office and its contents serve one primary purpose: to provide an environment where a practicing dentist can effectively administer his/her professional services to patients in need. This is one way to look at it. But when you begin to dig deeper, you realize that there's a lot more to it than that. A dentist in today's world has to attract and retain patients. In order to do this, a doctor has to take into consideration the expectations and experiences of the patients the doctor hopes to service.

At some point, a doctor also has to attract and secure an associate and a buyer for his practice. In an increasingly competitive market for the sale of dental practices, keeping up to date is critical in successfully attracting younger dentists.

**GOOD NEWS!** Getting your practice up to date and attractive to patients and perspective buyers alike doesn't have to be a major undertaking. While over the last few years doctors in record numbers have elected to build completely new offices and completely re-equip them, many offices can be brought up to date with a few simple changes. When planned out well, these expenses can be spread out over two or three years and can be paid for out of increased cash flow for the practice.

Nashville Dental's Design team along with your account representative can help you to evaluate your existing facility and make suggestions for getting your space more efficient, effective and marketable. It may be simply painting and recovering the floors. You could possibly use some lighting updates. Or as seen to the right, you may need to remodel in order to modernize. Either way, Nashville Dental is equipped to help you evaluate your needs and then develop a strategy that fits in your budget.

|   |   |
|---|---|
| <b>Before</b>   | <b>After</b>  |
|    |   |
| <p>Above left is the entry hallway from the waiting room to the treatment area (seen below left). This doctor moved to a new facility where the treatment hallway is beautiful, clean and HIPAA compliant.</p>  |   |
| <b>Before</b>   | <b>After</b>  |
|   |  |
| <p>Above left is the old treatment room which was originally set up for stand up dentistry. The new operator is designed for maximum efficiency from the dental assistant and incorporates nitrous, lasers, endo systems, computers and other technologies without the clutter.</p> |   |

OFFICE MAKEOVERS

# Case Study: Dr. Joey Newberry, Glasgow, KY

A gradual makeover can be more affordable and can make a big difference.

Dr. Joey Newberry graduated from the University of Louisville School of Dentistry and wanted to purchase a practice immediately. He purchased a practice in Glasgow, KY from a doctor that had been practicing in that same location for over 50 years. The purchase allowed Dr. Newberry to immediately begin with a steady flow of patients. However the existing layout was difficult to work in as it had been designed for stand up dentistry. As can be seen in "Diagram A," the rooms were 8'1" Wide by 10'3" deep making it very tight for four handed dentistry. The previous doctor had done his best to make newer styles of equipment adapt to this layout, but the fact of the matter was that the existing equipment was being forced into a space that was designed for older stand up units and a much different style of dentistry. By the time Dr. Newberry purchased the practice, it was apparent that both the equipment and the layout needed to be updated to improve performance and efficiency.

Dr. Newberry graduated from Dental School with his wife, Karissa, and four children (QUADRUPLETS!). They worked as a team to manage their finances and develop a plan that would allow Dr. Newberry to update the practice gradually. At this point in Dr. Newberry's career, he was not ready to purchase a new building; so we set out to plan some renovations that would allow him to function in the existing space. The doctor has 5 operatories with old worn out equipment. Dr. Newberry wanted to utilize the existing equipment for at least one year in order to save some money to help with the purchase of new equipment. He also asked Nashville Dental to develop a redesign for the rooms that would make them more efficient.

Some of the obvious problems can be seen in the "Old Operatory" pictures to the right. The built-in cabinets took up a lot of the assistant's work space. Much of the chair plumbing including the vacuum lines were run from the baseboard on the left and were

Diagram A: "Old Layout"

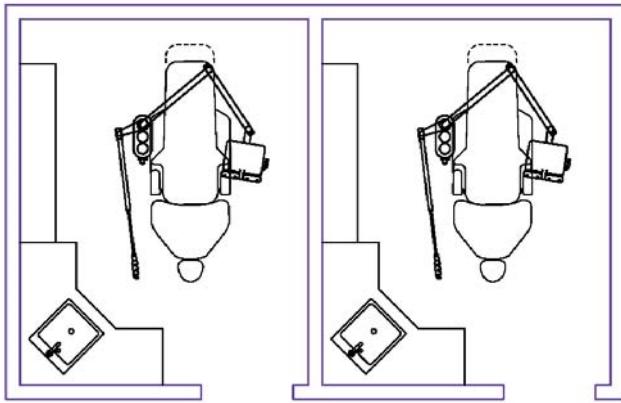
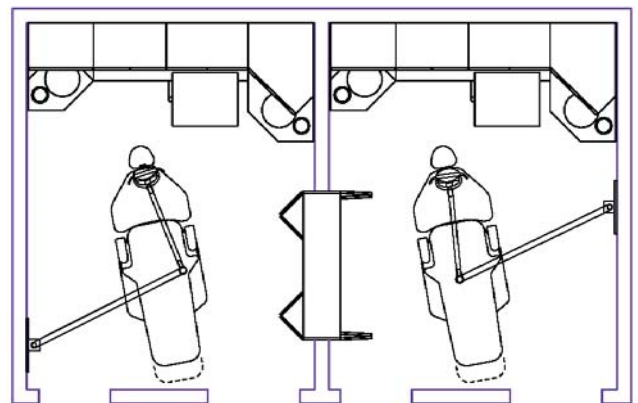


Diagram B: "New Layout"



**BEFORE:** The old ops seen in Diagram A and on pg5 are 8'1" wide by 10'3" deep. They had a single point of entry. They were being used for 4 handed dentistry. This meant the assistant, once seated, was trapped unless the patient was raised to the sitting position. The work area was cluttered and very tight.

**AFTER:** The operatories to the right are the same two operatories after being remodeled. The position of the room was flipped allowing the doctor to add a door creating two points of entry. This made it possible for both the doctor and assistant to enter and exit the room unimpeded. The new layout also gave the assistant adequate room to perform her duties. She now has a sliding work surface and vacuum, air and water at her finger tips. The rooms are designed to store a future Computer CPU and are set for flat screen monitors. Nitrous is stored neatly in the cabinet directly behind the patient. Gloves, cups, towels, etc. all have space designed to be stored away and easily accessed.



laying all over the floor. The assistant, once the patient was seated, was trapped. She also had a very tight work area for handling materials and instruments. With multiple tubings on the floor, cluttered work surfaces, worn out chairs and units and outdated decor, the doctor was having a hard time attracting a new younger patient base. The patients that had been in the practice for years were fine with the appearance, however this segment of the practice is predominantly on the higher end of the age scale and were not bringing new patients and new families to the practice by referrals.

We began with developing a plan that would eventually transform each room into a more productive work space. All 5 operatories were laid out with a single point of entry as seen in "Diagram A" (left). We needed to create a work environment for four handed dentistry in an 8'1" wide room. The typical doctor's operatory is 10' wide by 11' deep. European Design, a dental cabinet manufacturer located in Glasgow, KY, builds a unit called the Eschelon. It was designed to replace the Executive units that were popular in the '70s and '80s. These units were designed for a minimum of an 8 foot wide room. So we designed the rooms around this concept. The Eschelon cabinets came with rear delivery of handpieces and assistant's instrumentation. They also have a work surface that slides out to the assistant giving her a dedicated surface for managing instruments and materials.

With a limited amount of depth in the room, placing these, or any rear cabinetry, would leave very little walking room at the foot of the chair; so in order to make these units work well, we needed to create a second entry into the room. "Diagram B" shows the new layout of the rooms. This new layout allowed the assistant and the doctor to have separate entries. In this layout, a track light would have been ideal. However, because the doctor had hard ceilings and existing fixtures, he didn't want to invest in reworking the ceilings to relocate fixtures and put in blocking for the tracks. So we went to plan B, putting wall mounted lights in the rooms. These have delivery arms that any patient can walk under easily and gave the doctor plenty of maneuverability to position the light during procedures. The room now accommodates true four handed dentistry and has an up to date look and feel. Patients both old and new are loving the new changes and so are Dr Newberry and his staff.

**Old Operatory: "Rear View"**

**Old Operatory: "Front View"**



**Doctor Newberry wanted to keep two rooms dedicated for hygiene.** The previous hygiene rooms were identical to the operative rooms as seen above. Since these were to remain dedicated hygiene rooms, there was no need for dual entry. In the pictures to the left and the right the doctor was able to make the office look brand new with the purchase of a few pieces of equipment, some paint and new flooring. The old built in cabinets made the room crowded and very difficult for an assistant to work in. The old unit and chair, while still functioning, had become an eye sore and did not have a clean, sterile look. Dr. Newberry purchased a basic hygiene chair from Pelton & Crane and added a custom rear cabinet from European Design designed to house a cavitron, nitrous and plenty of hygiene supplies. The hygienist and her patients love it!



## Reasons to consider Updating:

**1. Patient Perceptions:** Through the eyes of a patient your office looks much different than through your own eyes. Patients come into your office with a much different perspective than you do. They are looking to be comforted, treated and cared for. They come through the front door and are first greeted by the person at the front desk. If that front desk is uninviting then the initial perception is bad. If the patient areas are cluttered and dirty then the perception is worse. If the operative areas are cluttered and disorganized, then the patient's perception drops even lower. If, while they are lying in the chair, they find themselves looking at a dirty stained ceiling, by this point, they may never be back. The importance of seeing your office through the overall experience of your patient's is critical in attracting and maintaining new patients in today's culture.

**2. Effective, Efficient Productivity:** The management of materials, instruments, equipment and information for each patient is critical to a well run, efficient office. Even in offices that see one patient at a time, and don't double book, can greatly increase productivity and efficiency with some simple upgrades to equipment.

When multiple hoses, cords and connections are lying all over the floor and materials are difficult to access during a procedure, efficiency and productivity are sacrificed; not to mention asepsis and cross contamination issues. In the pictures to the far right, we can see that these doctors have redesigned their operatory experience for patients and employees alike. The ability to function efficiently out of these new rooms has been greatly enhanced. Patients feel more comfortable and have a greater confidence in the quality of care they are receiving. This often leads to an increase in the frequency of larger elective cases being requested by existing patients.

**3. Computerization and Technology:** The dental operatory of today is rapidly becoming a high tech center for dental care. With practice management software chairside, doctors and staff are able to make notes directly in charts, check schedules, make appointments, view patient history and warnings, communicate throughout the office, send and receive images and communicate with specialists via e-mail as well as perform many other tasks.

Many other high tech items are being incorporated in the operatory from unit integrated scalers, curing lights, and electric handpieces to lasers, endo handpieces and obturation systems. CAD/CAM crown systems and the much anticipated digital impressioning system by 3M are all tools that are quickly being placed in operatories. While all these technologies are designed to make the operatory more efficient and productive, trying to integrate all this into operatories like the before picture to the right can make the operatory very inefficient and frustrating.

This doctor created new ops with A-dec cabinetry designed to house all this technology where it is easy to access and make the most of. Nashville Dental offers many options and our reps have the ability to help you streamline your operatories.



**Before**

The above hygiene room is an example of trying to incorporate new technology into old dental equipment. To the right, the doctor invested in new treatment cabinets that were designed around the efficient use of new technologies.



**After**

**Before**



**After**

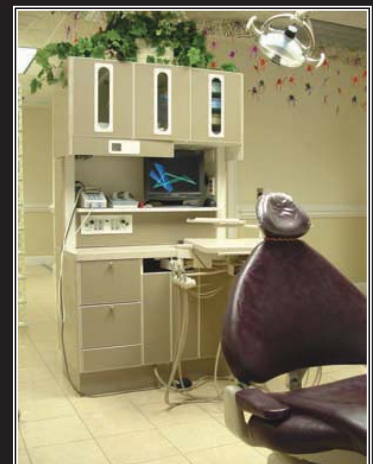


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**Before**



**After**



Above left is the old treatment room which was originally set up for stand up dentistry. The new operatory is designed for maximum efficiency from the dental assistant and incorporates nitrous, lasers, endo systems, computers and other technologies without the clutter.