

Dr. Hope Watson

Maryville, TN



NEW OFFICE HIGHLIGHTS

In 1997, Dr. Hope Watson chose to set up her own dental practice in the growing bedroom community of Maryville, TN (about 10 miles south of Knoxville). Dr. Watson loved the Maryville location, being in the foothills of the Great Smoky Mountains and in close proximity to several major lakes. Maryville, at that time, only had one female dentist who was in the process of retiring. With these factors in mind, she felt she could create a niche for herself within the beautiful, growing community where she wanted to put down roots.

Dr. Watson's new practice grew quickly and within a short time, she began to reach the physical limitations of her practice. With only 5 operatories for 2.5 hygienists and herself to work, she could no longer actively seek new patients, but only accept current family members, or referrals from existing patients. The office was struggling to get their 6 month recall patients scheduled in a timely matter.

When asked what motivated her to significantly expand her facility, Dr. Watson responded, "I determined that if I was going to continue to have the successful practice I wanted and provide patients with the very best dental care, I needed to invest in additional physical space and update my equipment. If I didn't, I was going to fall behind other practices in the area. In other words I faced the age old business dilemma, 'Can I afford to do it, but more importantly, can I afford NOT to do it?'" She began discussing these ideas with Scott Crain, her Nashville Dental account representative; and over the next few years, they began to develop a plan. Scott helped her evaluate the numbers and realize that while an office remodel and expansion may be a large investment, the potential for growth

and increased productivity would outweigh the expense, making this a strong investment. With that in mind, she began developing her strategy.

During planning, Dr Watson received a lot of feedback from her staff and included them in the design of the practice. It's important that your staff understand what you are doing and are comfortable with the changes. She also encouraged suggestions from her patients because she wanted them to feel an ownership in her practice. She was pleasantly surprised about how many of her patients had definite ideas on what they wanted to see in her practice. They especially requested TV



Dr. Sarah Shanks (left) and Dr. Hope Watson (right)

monitors in both her waiting room and the operatories.

Scott Crain had become an entrusted part of the practice. He was extremely important in helping to develop the strategy and the overall plan for expansion in order to handle the rapid growth of the practice. He listened to the ideas from the staff and patients and then assisted Dr. Watson in exploring the different equipment options to meet those needs. Based on her research, she decided to invest in A-dec equipment for equipping her operatories. In order to get a good feel for all the possibilities A-dec offered, Scott Crain and Perry Greenway, the A-dec representative, suggested Dr. Watson accompany them on a VIP trip to the A-dec factory in Newberg, OR. This trip is offered at no charge to any doctor in the process of designing a new office. The trip gives the doctor the ability to see all that A-dec offers in every layout imaginable. A plant tour is included in the trip as well as a time to review floor plans and equipment concepts. Dr. Watson brought her two assistants, April Mercer and Amy Everett along because of their knowledge of her procedure management and storage needs. Their input was invaluable in evaluating and designing the cabinet storage and overall flow of the operatory.

Dr. Watson and her assistants came away extremely excited about A-dec's new dental cabinetry, the A-dec 500 series chairs and the innovative delivery system. They really liked the delivery system's ability to integrate

several technologies eliminating all the wires and ancillary equipment that clutter up an operatory. Based on the trip to A-dec, final ideas for the floor plan and architecture were coming together.

As plans developed, part of her plan included adding an associate to help with the rapid growth. In 2009, Dr. Sarah Shanks graduated from the UT School of Dentistry and was interested in coming to the area. Scott introduced Dr. Watson to Dr. Sarah Shanks and an instant chemistry was realized from their very first phone conversation. She was thrilled to find a partner that possessed her same business philosophy and work ethic. Dr. Watson is very energetic and really enjoys being a dentist, caring for her patients, and working with her staff. Dr. Shanks really enjoys the contagious energy of Dr. Watson and has been a great match for the practice. Dr. Watson describes her new collaboration more a merger of families than business partners. With the decision to add Dr. Shanks, it became absolutely imperative to implement the plans for expansion.

Karen Gaye Johnson, with Architects International, LLC, was hired to develop the architectural plans. Karen had previous experience designing dental offices. In choosing an architect it is really important to choose one that has designed dental offices in the past. The flow and function of the dental office is unique and requires an understanding of how the operatories and support zones work



together. Therefore, it's important your architect completely understands your practice and how you want to perform dentistry. It is absolutely critical that as the artistic esthetics of the office are designed, the function and efficiency in office flow remains in tact. This can be a difficult undertaking. Karen did a fantastic job of taking the doctor's vision and creating an expansion plan that was manageable and met all the doctor's needs.

Hickory Construction was chosen as the contractor. Hickory Construction, located in Alcoa, TN, has extensive experience building dental offices in the Knoxville/East Tennessee area. NDI had worked with Hickory on other projects and felt confident in their ability to manage this project. At this point, Doug Sawyers, Nashville Dental's local equipment specialist, worked closely with the contractors to make sure the NDI team was ready for the tear out and remodel of the existing facility. This was critical because of the very tight completion deadline. The existing facilities had to be gutted, remodeled and reopened within a two week time frame. During this time, the entire existing facility was remodeled with 4 hygiene ops, a new larger reception area and a completely new reception desk and business office. Many times, several different trade professionals were working within the same confined areas. The oversight from Doug and Chris was critical in making sure all sub-contractors were able to work in tight quarters alongside the NDI installation team.

Handling the coordination and actual installation of the new dental equipment

was performed by the NDI Service team made up of Tim Werle, Curtis Gurley, Randy Berry, and Billy Duke. Commenting on the actual installation of her equipment, Dr Watson said, "The NDI team was extremely professional and efficient. I was very impressed with the way they worked with Chris Duncan, the project manager and Randy Vicars, project superintendent. They helped to reduce the stress of the project and make it come together to meet my deadlines. I would confidently recommend NDI to colleagues undergoing a project like mine."

Dr. Watson's new office renovation consists of the following:

- gutting and remodeling the existing structure
- two wing additions, 1 for operative and 1 for staff and doctor's private areas
- six new doctor operatories
- a sterilization room centralized to the doctor's operatories and the four hygiene operatories: the steri-center includes a double sterilization tower with 2 Midmark M11 autoclaves and a Statim 2000 autoclave. It also has a built in Miele instrument washer. The new sterilization system allows for the rapid turn around and processing of the large volume of instrument set-ups the practice uses each day.
- additional storage space consisting of a dental supply closet and a files storage closet
- a mechanical room in the new basement area for the vacuum, compressor, water control valve and overflow preventer.

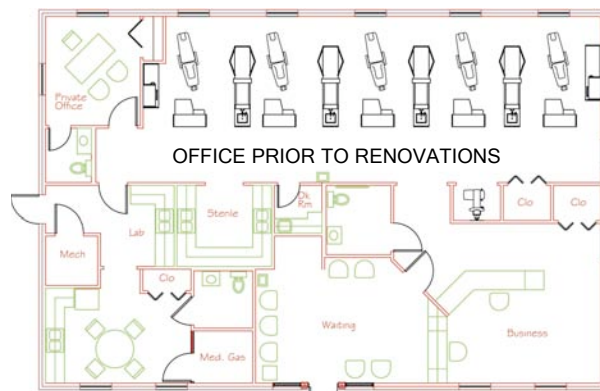
The new south wing addition consists of separate office space for both Dr. Watson and Dr. Shanks. A large break room includes a private area with a shower and lockers for the staff. The front office space and patient waiting area have been completely remodeled to reflect the updated appearance of the entire office.

With the recent completion of her office expansion, the addition of Dr. Sarah Shanks, the total support of her dental team and commitment of her loyal patients, Dr. Watson is looking forward to growing her practice into the successful patient care center she has always envisioned. The comments from her patients and staff have all been very positive. At this point she is realizing levels of efficiency and productivity that she had not experienced before, giving her confidence that the investment was a great decision!



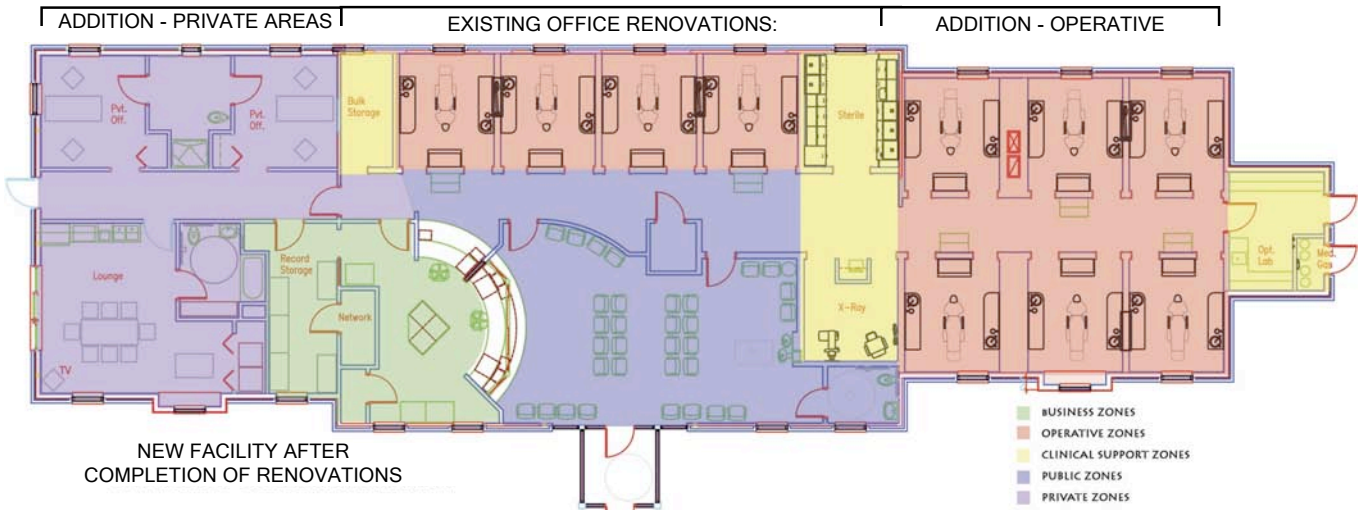
Account Representative: Scott Crain & Dr. Hope Watson at Dr. Watson's Open House





The floorplan to the left represents Dr. Watson's previous office layout. This section was completely remodeled, as seen in the matching center section below. Then the additions on each side were constructed, significantly increasing her production capabilities. Her patients have noticed the improvements and are enthusiastic about her success.

OFFICE RENOVATIONS:



NEW FACILITY AFTER COMPLETION OF RENOVATIONS

Design Team:

- Billy Robinson
NDI CAD Designer
- Scott Crain
NDI Account Rep. &
Design Coordinator
- Karen Gaye Johnson
Architects Intl, LLC
- Dr Hope Watson & Staff

Contractor:

- Chris Duncan
Project Manager,
Hickory Construction

Equipment Installation:

- Job Coordinator:**
- Doug Sawyers
NDI Equipment Specialist
- NDI Installation Team:**
- Curt Gurley
- Tim Werle
- Billy Duke
- Randy Berry

For Assistance in designing a new office or remodel contact the NDI Design Team at 1-800-251-2196.

We have specialists to support every region we cover. Our CAD Designers can help you design the office of your dreams.

www.nashvilledental.com