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Creating Beautiful Smiles
In Hendersonville, TN:
Morris Orthodontics

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Creating Beautiful Smiles In Hendersonville, TN: Morris Orthodontics

Nashville Dental is happy to announce the opening of Morris Orthodontics in Hendersonville, Tennessee.

Dr. Rich Morris attended dental school at the Medical College of Georgia. When he began his Ortho residency at Vanderbilt, he and his family moved to the Hendersonville area, one of the fastest growing communities in Tennessee.

Strategically located 18 miles northeast of the center of downtown Nashville and 20 miles from Nashville's international airport, Hendersonville attributes its rapid growth to geographic location and scenic beauty. The city has approximately 38 square miles of land and 26 miles of shoreline on Old Hickory Lake.



With higher than average household incomes, Hendersonville is the home of a highly educated and affluent citizenry and is known throughout the state as one of the finest places to live, work and play. It offers a unique blend of city living and spacious country surroundings.



Office Entrance



Front Door

There are various reasons to make Hendersonville, Tennessee home for your family or business: the lake, its parks, the school system or just the community itself. The reasons are numerous! For Dr. Morris and his family, all these things played into their decision as well as the fact that they were able to make friends quickly and really become active in the community.

We asked Dr. Morris to share his thoughts about starting his own practice in the community, especially at a time when many are apprehensive about the economy.

What made you decide to start your own practice as opposed to going in with another orthodontist?

My first thought was to join an existing practice, but the option to join another orthodontist did not exist. My family and I moved to Hendersonville during my residency at Vanderbilt. We quickly became active in the community and knew it was the best place for us to raise our three children, so we decided to stay. This allowed me the opportunity to create my own practice, the way I wanted it, in the area we love.

Did the current economy concern you in this decision?

It didn't. While I was open to buying a practice, there wasn't one for sale. I had the opportunity to do what I love in a place I love, so I couldn't let the economy stop me. I am of course, mindful of the economy in terms of how it is affecting everyone and how I run my practice. I take this into consideration as I work with the families that choose my practice. However, I believe that with a positive attitude, excellent treatment and care of our patients, and hard work, success is possible in any economy. I am very excited about the opportunity to grow my practice in this community.

How did you decide on allowing NDI to assist you with setting up your new office?

While I was in my residency program, I became acquainted with Nashville Dental and some of the people that make up the company. I had a friend in the industry that strongly recommended them. So, I took the time to become better acquainted and felt very good about their approach and willingness to help me make my vision and dreams become real.

Who assisted you with developing your final floor plan for your office?

I had some ideas about what I wanted and had a couple of locations in mind. The spot that I had fallen in love with was not immediately available. The NDI Design team, Jeff Hulsey and Billy Robinson, helped me look at options to try to make my ideal plan work in other locations. Thankfully, my ideal location became available. At that point, Jeff and Billy were extremely helpful, working with me to detail the final plan.

Can you describe your experience in working with the NDI Design team?

It has been a completely positive experience. Having a local team was a tremendous benefit. They could be on-site within an hour and frequently visited the construction site to check on progress, to verify the design concepts and to confirm the equipment placement.

Can you state why you would be willing to refer or recommend NDI Design team to a colleague considering building a new office?

Three words: *honest, experienced, local.*

They offered me options to fit my needs and provided me adequate information to make the choices that fit me the best. It was obvious that they were not looking to make a onetime sale but wanted to develop a long time relationship. I felt they truly cared about my goals and my success and would be there for me in the long run.

What unique features did you build into your practice or facility? What features are you particularly proud of that you would like referring GP's to know about?

The practice was designed with patient flow and comfort in mind. I want our patients and their parents to feel comfortable from the moment they walk in. From the coffee and water bar, to the children's waiting area with books, toys and video games, we've tried to keep everyone in mind. We are a Mac-based, virtually paperless practice. Our state-of-the-art equipment and technology allow us to enhance patient and parent understanding, while working closely with our patients' general dentists. Oftentimes, a

picture is worth a thousand words, so we are able to instantly provide patients a visual of their radiographs, intra-oral and extra-oral pictures, in addition to discussing our treatment plan with them. We have also built an on-site lab that allows for fabrication of custom appliances and quicker turnaround times.

Can you describe your philosophy of treating orthodontic cases and how you work with your referring doctors?

General dentists are vital to our practice. We focus on communicating with them regarding the orthodontic treatment we are providing to their patients. Where possible, we communicate electronically using digital radiographs, pictures and correspondence to ensure we can provide the best possible interdisciplinary care. My philosophy is a conservative one, suggesting treatment at the most beneficial time



Reception Area



Kids Area



Reception Desk



Planmeca Digital XC Pan/Ceph



Hand Washing Station (side view)



Operative Area with room for expansion



Hand Washing Station (rear view)



Operative Area



On Deck Area



Sterilization



for the patient. My approach to care is to always ask “Is this what I would do for my own children?”

Left to Right: John Walden, NDI Account Representative; Dr. Rich Morris; Jeff Hulsey, NDI Equipment Specialist

Nashville Dental congratulates Dr. Morris on the opening of his new practice and would like to thank him for becoming a part of the growing NDI family. We are excited about being a partner in



his ongoing success!

Dr. Morris' design team (left to right): John Walden (NDI Account Representative), Joni Szell (Interior Designer), Dr. Rich Morris, Jeff Hulsey (NDI Office Design and Equipment Specialist), John Arndt (CEO, DWC Construction), Billy Robinson (NDI Design, Head Designer, not pictured)

Design Team

Floorplan Contributors:

- Dr. Rich Morris
- Billy Robinson – Head Designer, NDI Design
- Jeff Hulsey – Equipment Specialist, NDI

General Contractor:

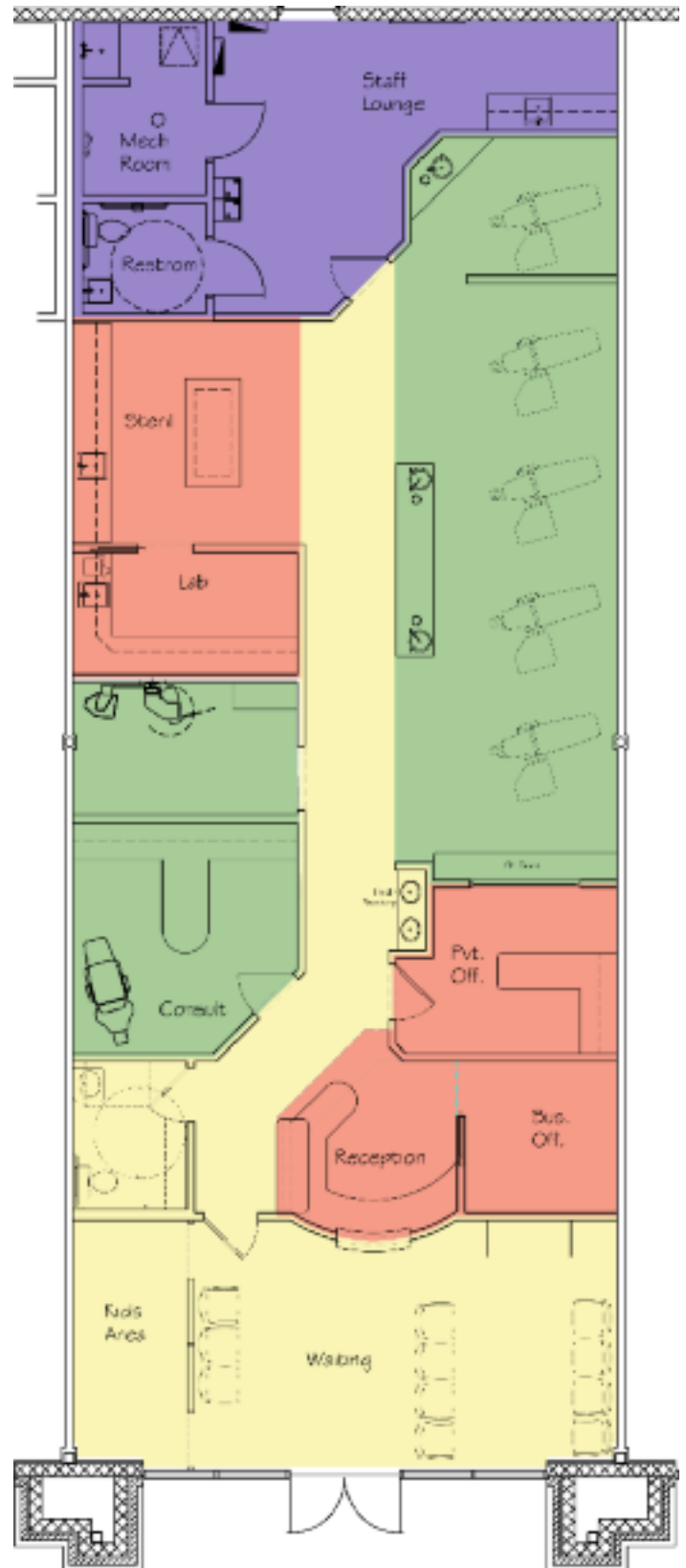
John Arndt – CEO, DWC Construction

Interior Design:

Joni Szell, Allied ASID
 Joni Szell Designs, www.joniszell.com

Commercial Real Estate Agent:

J.T. Martin – Southeastern Ventures
www.southeastventure.com



Architectural Firm:
 PLAD Studio, Justin Lowe,
www.pladstudio.com

- Clinical Areas ■
- Clinical Support Areas ■
- Private Areas ■
- Patient Flow Areas ■