This special Dental Office Design Competition issue of Dental Practice Success highlights the winners of the 2017 DODC, honored as the most functional and thoughtfully designed dental offices in the annual competition brought to you by the ADA, Wells Fargo Practice Finance and ADA Member Advantage.

See DESIGN COMPETITION, page 8

IN THIS ISSUE

Appeal to lenders .......... 3
Building a practice .......... 6
Advanced Dentistry South Florida .......... 10
Bayshore Dental .......... 12
Endodontics Bartram Park... 14
Kansas Dental Center .......... 16

Dental Practice Success is a quarterly digital newsletter from the Publishing Division of the American Dental Association. Contact adapub@ada.org, 211 E. Chicago Ave., Chicago, IL 60611
Thinking about buying or expanding a dental practice?

We only extend our endorsement to companies that are fiscally sound, offer ADA Member preferred pricing, and deliver high quality customer service.

If you’re thinking about practice ownership, Wells Fargo Practice Finance can help you achieve your goal.

• Up to **100% financing with competitive fixed rates** and a variety of payment options
• **Preferred pricing** for ADA Members
• **Complimentary planning resources** and professional support

888-937-2321
wellsfargo.com/adadentist

800-ADA-2308
adamemberadvantage.com
How to increase your appeal to lenders

By Gavin Shea

As a new graduate or early career dentist considering practice ownership, it’s important to get the loan you need to build or purchase the practice you truly want. Receiving a favorable review from your lender can have an impact on the amount of funds that are available to you, as well as the terms of the loan including interest rate and repayment timeline. There are two key steps you can take now to help increase your appeal to lenders: manage your credit score and make smart lifestyle choices. Here’s how.

Managing your credit score

A healthy credit score forms the foundation for future borrowing, as it represents one measure of your creditworthiness and is one of the key factors your lender considers when reviewing your loan application. Credit scores are assigned by an independent credit bureau agency, with the most widely used scoring system provided by FICO (Fair Isaac Corporation). FICO examines a variety of credit data in your credit report to assign a score ranging from 300 to 850; higher FICO credit score numbers indicate that you are a more favorable credit risk, and lower numbers indicate you may be a less favorable credit risk.

Understanding what goes into your credit score can help you manage it better. For the general population, credit scores from FICO are typically made up of the following data, according to the MyFICO website:

- 35 percent—Payment history (timeliness of payments).
- 30 percent—Amounts owed.
- 15 percent—Length of credit history.
- 10 percent—New credit.
- 10 percent—Credit mix (different types of credit accounts).

Your history of timely payments combined with the total debt owed clearly have the greatest impact on your overall credit score. Let’s consider the importance of total debt owed.

Using all the credit that is available to you may be seen as an indication to your lender that you are not managing your debt well. For example, suppose you have two credit cards with credit lines of $10,000 each, for a total of $20,000 in available credit. Now suppose you have spent $15,000 of that credit limit. In this scenario, you have used 75 percent of available credit on your revolving accounts. This level of usage can typically be considered too high by lenders, which can ultimately lead to a lower FICO credit score. Now, let’s say you pay down one card completely so that you owe $10,000 on one card and $0 on the second card. You now have a much-improved credit rating, as your usage of total available credit is 50 percent. However, should you close the credit account that has a balance of $0, this may have a negative impact on your credit score as you are now using 100 percent of the $10,000 in available credit that remains on your single card. Reducing the usage to 25 percent on each card can also result in a higher score as well.

If you have made unfavorable credit decisions in the past, here are some suggested guidelines to follow to help rebuild your credit score.

- Maintain at least two or three revolving credit accounts (such as credit cards and lines of credit). This indicates to your lender that you are creditworthy and able to manage debt.
- Avoid applying for credit from too many lenders. Multiple credit inquiries made within a short timeframe may negatively impact your credit rating.

See APPEAL, page 5
WHEN YOUR EQUIPMENT WORKS TOGETHER EFFICIENTLY, SO DOES YOUR TEAM.

**WORKFLOW**
Purposeful. Intuitive. Efficient. With integrated equipment and task-based furniture design, your team can move intuitively and seamlessly between procedures.

**ERGONOMICS**
Moveable. Adjustable. Comfortable. When everything is easy to position and within reach, you can minimize the toll on your body, and maximize your time out of the office.

**ENVIRONMENT**
Inviting. Modern. Calm. An aesthetically pleasing office that reflects your level of professionalism and care instills confidence in patients, and keeps dental staff productive. That’s practice perfected.

Learn how the dental equipment you choose makes all the difference. Download your “What to Look For When Buying Dental Equipment” guide at [a-dec.com/confidence](http://a-dec.com/confidence).
• Demonstrate that you know how to use your credit wisely by not using all the credit available to you.

• Make on-time monthly payments for credit cards, mortgages, installment loans and student loans. Keep in mind that most service providers — such as doctors’ offices, mobile phone services, health clubs, and others — do report late payments and collections to credit bureaus.

If you are in dispute with a creditor, continue to make minimum monthly payments while you work toward a resolution.

Making smart lifestyle choices

Just as a low credit score can have an impact on the amount of financing available to you, your lifestyle choices before purchasing a practice can negatively affect your ability to acquire the type of practice you truly want. Imagine you have graduated from college and landed a solid associateship for $120,000 per year. As a single person just starting out, that's a very nice income. So why not reward yourself for all your hard work in school with a brand new luxury car costing $1,200 per month? Here's why not: you are purchasing an income-draining asset (your car) before you have purchased an income-producing asset (your practice).

When it comes time to apply for a practice acquisition or start-up loan, your lender will review not only your ability to sustain the debt incurred with your practice purchase or build-out, but also all of the other debt obligations incurred for any reason. That's because your business is considered the sole source of income to support every aspect of your life. So if you have increased your personal debt with an auto purchase, the funding available to you for a major purchase such as a practice acquisition may be limited by that existing debt. As a result, you may find you are buying a smaller practice, building in a less desirable location, or perhaps even working for someone else, as you may not qualify for adequate funds to support the practice and lifestyle you truly want.

It is critical to understand that your personal lifestyle choices today can impact your future career. Reckless spending and low credit scores may affect your ability to purchase a high-quality professional practice by limiting the amount of funds for which you can qualify. Make a point to put your career first and determine the personal acquisitions you can afford as your practice grows.

By managing both your credit score and lifestyle choices well in advance of your practice purchase or build-out, you will help increase your appeal to lenders and position yourself for the best possible financing. This alone is a significant step toward your future success.

Mr. Shea is the national director-healthcare for Wells Fargo Practice Finance. Wells Fargo Practice Finance helps dentists through the purchase process and is a business and financial resource throughout a doctor’s career. Often involved two years before dentists purchase a practice, Wells Fargo Practice Finance helps build strong foundations with products, including mortgages and loans against future earnings. For more information on practice and commercial real estate financing, call 1–888–652–4942 or visit the website at wellsfargo.com/healthcarepractice.
When building a practice, assemble the right team and recognize flaws

By Kimber Solana

Of the more than 2,000 dental offices Dr. Michael Unthank has designed since 1980, no two have been the same.

Some are built from the ground up. Others take over an existing site. Most clients wanted five to eight dental chairs. His largest design included 27 chairs.

Due to several requests, Dr. Unthank said, his design team 20 years ago offered the “ideal five-chair office” as a package.

“But everyone requesting that plan desired changes,” he said. “Each and every office became unique.”

Despite their uniqueness and differences, all dental offices should meet a common criterion: they have to assure patients that they’ll receive the highest of care in a state-of-the-art office, Dr. Unthank said.

“A dentist improves his or her office for the benefit of the patient,” he said. “An office doesn’t need to be opulent. A well-planned office can allow a dentist to produce as much as they choose while practicing with less stress, with the entire team excited to return the next day and give their patients the best care.”

Dr. Unthank, a registered professional architect, is among the contributing authors of “Building or Refreshing Your Dental Practice: A Guide to Dental Office Design,” a book developed by the ADA’s Department of Product Development and Sales.
“How does your office appear to your current patient base and to those you want to attract?” Dr. Unthank said. “The reality is that the dental office is the single biggest marketing piece a dentist has.”

From financial planning and legal issues to location selection and interior designs, the ADA guide outlines 13 issues dentists seeking to build or update a dental practice should consider.

To ensure a project’s success, dentists need to consider a number of things when planning a dental office — from the solar heat gain and glare in the treatment room to forecasting the future growth of the practice. Dentists also need to learn about certain flaws that are imbedded in the systems surrounding dental office development, according to the guide. Once dentists recognize the flaws, the dentist can take command of them and make sure the project not only stays on schedule, but also on budget.

“Errors can be visible from the moment a patient opens the front door,” said Dr. Unthank. “As I see plans developed by others, I see all kinds of mistakes. Many start at the front desk. Unless a dedicated ‘concierge’ is desired, the receptionist shouldn’t face the ‘waiting’ room.”

When facing the waiting area, he added, there is no opportunity for a private conversation with a patient in-person or on the phone, creating a bottleneck in the flow to and from treatment.

Dr. Unthank received his Bachelor of Architecture in 1974 before earning his dental degree in 1984. He practiced dentistry for 11 years, even designing or improving some of the dental offices he worked in. In 1997, he launched Unthank Design Group in Lincoln, Nebraska, and started designing dental practices full-time.

One way of ensuring that dentists avoid design flaws is to assemble the right team, one the dentist can trust. These include a dental equipment consultant/supplier, commercial real estate agent/broker, financial lender, architect/designer, contractor, technology specialist, accountant, attorney and practice management advisor.

“Understanding the vital role of each vendor, and anticipating and controlling the inherent pitfalls associated with new dental office development will help you complete your project on time and on budget,” wrote Dr. Gordon F. Osterhaus, Jr., in the guide.

The team can help dentists in the various

Get your guide to building or refreshing your practice

“Building or Refreshing Your Dental Practice” covers all the bases for building, renovating or simply refreshing your space, with vibrant photos and insights from dental architects, design consultants and practicing dentists. It features full-color dental office photos from real practices and provides a road map for issues such as:

- Hiring an expert project team.
- Financing your build or remodel.
- Choosing an office site that meets your requirements.
- Creating dental office layouts or floor plans.
- Anticipating potential legal issues.
- Determining your dental equipment needs.
- Integrating your dental office interior design and decor, colors and finishes with your brand.
- Incorporating green dental office design tactics.

“Building or Refreshing Your Dental Practice” is available for purchase at ADAcatalog.org for $59.95 member price/$89.95 retail price.
stages of development, such as choosing a location and siting concerns when proper due diligence can go a long way to averting a big mistake in land acquisition or taking on a lease of property that has hidden deficiencies, according to the guide.

Due diligence includes finding the answers to basic questions before getting too far along with a negotiation: Is a dental office allowed on this property? Would a dental office be a different use than what occupied the site before? Can patients and staff access the location? Is there enough land available to build the building and parking?

“Typically, this calls for an architect or other professional, especially if you don’t feel comfortable wading through the code or if the code is particularly complex which is the case in many larger cities,” according to the guide.

When it comes to office layout, dentists need to understand how the facility can give a perception of quality, or lack thereof.

“Your physical facility is a testament to the care you provide,” Dr. Unthank said. “If the space is worn, tattered, cluttered and poorly organized, patients may transfer that perception to the quality of the services. Your office should communicate that your patients will receive the finest of care in an attractive, state-of-the-art facility.”

The Dental Office Design Competition recognizes dental facilities that most effectively express the practice philosophy of its practitioners and demonstrate a thoughtful assembly of design characteristics associated with an up-to-date dental facility. The 2017 winners include Outstanding Design Innovation and Small Practice Design of the Year—Bayshore Dental; Large Practice Design of the Year—Advanced Dentistry South Florida; Outstanding Specialty Practice—Endodontics Bartram Park; and Outstanding New Dentist Practice—Kansas Dental Center.

Dental Office of the Year is awarded to the best overall facility as evidenced by effective functional design, efficient interior space planning and appropriate integration of dental equipment and technology. One award is designated for small and large practices.

The Outstanding Specialty Practice is awarded to the best new, remodeled or expanded facility for a specialty practice.

The Outstanding New Dentist Practice is awarded to the best new, remodeled or expanded facility for the first practice owned by a doctor or group of doctors who have graduated from dental school since 2007.

The Outstanding Design Innovation is awarded to the best application of original design or space planning concepts that make a measurable impact on patient experience, practice profitability and/or operational efficiency.

*For more information on past winners, visit dentalofficedesigncompetition.com.*
Thinking of building or refreshing your dental practice?

Get the basics with this brand-new guide.

The design of your dental practice says a lot about you. You want to project an image of comfort, cleanliness and safety while expressing your personality and reinforcing your brand. This book covers all the bases for building, renovating or simply refreshing your space, with vibrant photos and insights from dental architects, design consultants and practicing dentists.

Featuring full-color photography from real dental practices, this dental office design book covers all the bases for building, renovating or simply refreshing your space.

<table>
<thead>
<tr>
<th></th>
<th>MEMBER</th>
<th>RETAIL</th>
</tr>
</thead>
<tbody>
<tr>
<td>P091  Book, 226 Pages</td>
<td>$59.95</td>
<td>$89.95</td>
</tr>
<tr>
<td>P091T e-Book</td>
<td>$49.95</td>
<td>$74.95</td>
</tr>
<tr>
<td>P091BT Book and e-Book Bundle</td>
<td>$69.95</td>
<td>$104.95</td>
</tr>
</tbody>
</table>

See sample pages and tables of contents at ADAcatalog.org.
Advanced Dentistry South Florida, Delray Beach, FL

Award: Large Practice Design of the Year

Practice name: Advanced Dentistry South Florida

Practice Type: General

Owner: Richard Staller, DDS

Location: Delray Beach, Florida

Building type: Conversion leasehold

Square footage: 5367

Practice philosophy and design advice: Our office philosophy incorporates a team approach to best serve its patients. We provide all phases of dentistry, including dental hygiene, general dentistry, cosmetic procedures, crown and bridge, dentures, implants and specialty dental care. Our general dentists and specialists collaborate to provide the best treatment possible for our patients in one convenient location. We believe in providing excellent dental care in a comfortable and relaxing environment with

See ADVANCED DENTISTRY SOUTH FLORIDA page 11
superb customer service. Our entire team has been through extensive training to provide patients with the best experience possible.

Remember to keep an open mind when designing your space. As technology changes, the space and equipment requirements change also. I would have never imagined building an office without x-ray units mounted to the walls, but technology has paved the way to this luxury. Look at other offices and see how they function. Some of our team members traveled to other offices also to see the best practices and systems so we could implement the same. It is important to have a look and feel that aligns with your vision. Decide on your vision and follow through with that vision. You may be looking at the walls of your office more than your home, so make sure you pick colors that you like. Enjoy the process and take pictures in the process. It will help you look back and laugh at obstacles you may encounter.

Design criteria summary

Dental technology: Technology played a large role in the design of the office. Each operatory has a computer with two monitors; one for the patient and one for the clinician. Each operatory has an intraoral camera so that patients can see what we see. All of our records are electronic and x-rays are digital. Patients like to be able to see the x-rays right away and have the doctor explain while looking at the monitor. We utilize several Nomad 2 handheld x-ray machines as well as the Planmeca Digital Panorx machine, which also takes external bitewing x-rays. The panorex machine is 3D upgradable to accommodate future needs and the laboratory contains the necessary plumbing for milling devices. All of the computers are equipped for scanning capabilities. Tech stations are located throughout the office, which contains the Nomad 2, x-ray sensor, Velscope Oral Cancer Screening device, printers and curing lights. Each tech station serves approximately four to five operatories and are very easy to access. The sink faucets are all equipped with pulse technology, where the sink will turn on based on the pulse in your body. This means you do not have to touch the lever or find a sensor to turn the water on. All operatories also have televisions for the patients viewing at a convenient angle. On demand movies and headsets are also available for the patients. From an administrative standpoint, all of our records are electronic which allow us to send insurance claims, verification, and correspondences to other doctors all electronically and obtain information in real time.

Dental equipment: All of our equipment is state of the art. A lot of research went into the equipment selection for our office. Researching equipment for the mechanical room was very important. We decided to have two vacuum systems and two compressors. This way, in the unfortunate event that one went down, we would still have a backup. Both the vacuum and compressor only provide the resources for what is needed and do not constantly run. They only run when needed. Also, in the mechanical room, we have a VistaPure water filtration system. There are several filters which water is filtered through before reaching the designated operatory. Each operatory has its own designated filtered water line. The central sterilization area took a bit of time planning. With quartz countertops, two hydrium instrument washers, four Midmark M11 autoclaves, an Ultra-Fast autoclave, a refrigerator for supplies, a plumbed in water distiller, quattro care handpiece cleaning machines and built-in suction to drain the autoclaves, our sterilization area is one of the most efficient areas of the office. With entries located on either end of the sterilization area, only four steps are required to leave dirty instruments and get sterile instruments. The operatories are all set up identically, with the exception of the surgical suite. Quick disconnects for cavitors are located in each cabinet and the ultrasonics can easily be moved between operatories. Rear delivery, which can be adjusted to accommodate left- or right-handed practitioners swivels on an easy to move arm behind the patient. This allows for a view free of dental instruments for the patient. Air-driven and electric handpieces are available to all.

See ADVANCED DENTISTRY SOUTH FLORIDA page 18
Bayshore Dental, Whitefish Bay, WI

Awards: Small Practice Design of the Year and Outstanding Design Innovation

Practice name: Bayshore Dental

Practice type: General

Owner: Gauri Mona Patel, DDS

Location: Whitefish Bay, Wisconsin

Building type: Conversion

Square footage: 2955

Practice philosophy and design advice: At Bayshore Dental, we proudly claim that we "treat the whole person, not just the tooth.” Our top priority is our patients’ clinical needs and their overall comfort — and that comfort includes the physical environment in which procedures take place. We have always strived to build personal relationships with our patients and, more broadly, with the community at large. We provide comprehensive dental care to all ages and offer services ranging from routine...
cleanings and examinations to implants, cosmetic reconstruction, root canal therapy, gum disease treatment, and overall dental health management. Utilizing state-of-the-art digital technology and equipment is an integral tool in providing an optimal patient care experience, and it became the foundation of our design and construction planning. The new dental office was designed to complement this technology and to facilitate an enduring, positive patient experience, one that transcends as single visit. For that reason, we decided to create a sleek, contemporary, and clean-looking environment with a quiet, calm, and relaxed atmosphere helping to reduce a patient's almost inevitable dental anxiety.

Building your dream dental office is extremely rewarding — but it also requires extensive planning and decision making. First of all, be mindful of your established budget to ensure that the new build-out is a sound investment with a positive return on investment. Also, I suggest selecting integral equipment pieces and focus on your practice flow prior to designing the layout. Choose timeless trends that will still seem modern and fresh years later. Most importantly, communication between all integral members of the office build-out is crucial. Bank lenders, attorneys, accountants, dental vendors, contractors, designers, and architects all need to be in constant communication with each other to ensure that critical aspects are not overlooked.

Design criteria summary

**Dental technology:** The office design centers on the integration of state-of-the-art dental technology. The Sirona Teneo treatment centers were the focal point and foundation for design concepts. Highly sophisticated computer systems, complete wireless technology, and x-ray integration into the patient chairs facilitate the seamless data transfer from point of x-ray acquisition to patient consultation in a comfortable, private setting. Advanced security, medical gas, and fire safety systems were implemented, yet they were creatively hidden into the design to avoid intimidating our patients. Nontious oxide sedation is an integral part of dental anxiety management, and the gas lines and modules are all hidden and integrated to reduce exposed tubing and visible clutter. With cone beam computed tomography and CEREC computer-aided design/computer-aided manufacturing technology already in place, the next implementation plan is to perform CT guided implant surgery in this office. Our patients have trusted and established relationships with our office, so our goal is to limit the referrals out to complete dental treatment.

**Dental equipment:** All new, state-of-the-art equipment was selected for the office (treatment centers, CEREC CAD/CAM, Orthopos XG3D Cone Beam CT). With the integration of digital equipment always at the forefront of planning, we studied the equipment and designed the office around each piece and its function, fine-tuning the office design to create optimal spaces for all technical components. Currently, the clinic has 6 functioning treatment rooms, fully equipped. Growth of the practice was considered when laying out the floor plan and selecting equipment; we are currently planning to expand and add two more operatories and treatment centers in a currently unused space in the clinic.

**Ergonomics:** Ergonomics and physical comfort not only for our patients, but also for the entire office team, is crucial and often overlooked. The Sirona treatment centers offer orthostatic ergonomics for our patients by elevating the legs and providing lumbar support when they are reclined back during procedures. Also, the motorized headrest facilitates ease of head positioning for the patient, as well as increased range of motion for the dentist. Every chair and stool selected for the office was carefully selected to prioritize ergonomic efficiency, including the furniture for front desk computer

See BAYSHORE DENTAL page 18
Endodontics Bartram Park, Jacksonville, FL

Award: Outstanding Specialty Practice

Practice name: Endodontics Bartram Park

Practice type: Specialty

Owner: Daniella Peinado, DDS

Location: Jacksonville, Florida

Building type: Condominium

Square footage: 2400

Practice philosophy and design advice: “Quality is never an accident; it is always the result of high intention, sincere effort, intelligent direction and skillful execution; it represents the wise choice of many alternatives.” — William A. Foster. With this quote in mind, Endodontics Bartram Park is a specialized dental practice led by me, Dr. Daniella S. Peinado, that is limited to performing root canal therapy, apical surgeries, endodontic retreatment and emergency dental care and strives

See ENDODONTICS BARTRAM PARK page 15
to provide the best of endodontic care with individual care, compassion and passion using evidence base, education and technology. Because of the character of my procedures — the majority of times involving pain and discomfort — my goal was to create a soothing, relax and calming environment to my patients where nature and natural elements like wood, stone, and natural light play an enormous role. At the same time after extensive research of dental offices in Jacksonville, I wanted to bring something innovative, different and elegant. A place where patients would enter feeling like they were in a place that was carefully created, planned and executed for their comfort and best experience. We planned every inch of this space thinking about how great an experience could be to our patients. We designed, created and developed the logo, the icon and the entire branding revolved around the message we want to send: modern, technological, innovative with compassion, education and passion.

I believe that our dental office is an extension of our home; therefore it is important that you feel good, comfortable and pleased. My advice is to know and respect your needs. Research the equipment and have the understanding of proper function, size and role in your everyday life. Visit as many dental offices as possible and ask the staff, the doctors and even patients what they like or dislike about that place. Ask for advice. Use a contractor that has experience on the dental field. Ask dental reps and vendors for advice but do your own research and balance your needs. Negotiate your build-out or remodeling taking into consideration what can and what cannot be changed in the future. Any changes that might affect your workflow in the future might be taken into consideration and done in the initial phase. The “extra stretch” might be worthy.

Design criteria summary

Dental Technology: The technology played a major role in the process of designing the office. Knowing that the software of choice is a specific software for endodontics and it is 100 percent paperless, the IT room was carefully designed to support the proper server equipment. In every room we have two computers, one for the doctor and one for the assistant. All the computers are interconnected and Instant Messaging is used to communicate with the entire staff. The entire staff has the knowledge of what is going on instantly in the entire office. Cameras are also throughout the office respecting HIPAA and protecting patients and staff. The doctor is a professor at University of Florida and her treatment rooms are connected with the conference room in the back where her treatments can be watched live by the post graduation endodontics students that come to the office for their rotations. Cameras are attached to the doctor microscope in each room and the treatments are transmitted with the proper consent of patients to the conference room where a huge screen TV is placed. All these factors played a very important role in the wiring process and design. Wireless systems, Apple TV, strong routers and cabling play a major role in this process.

Dental equipment: The use of the microscope is mandatory to provide the highest care in an endodontic procedure. The placement of the microscope is extremely important in order to respect the ergonomics of the doctor, patient and staff. The treatment rooms were designed in a way where the microscope is centrally positioned and bolted into the ceiling for a perfect delivery of care. The CBCT (cone beam computed tomography) machine is another important technological device in endodontics that ought be placed centrally in order to respect the flow of treatment. A “den” was centrally created for the placement of the machine with the proper attention for clearance for
Kansas Dental Center, Overland Park, KS

Award: Outstanding New Dentist Practice

Practice name: Kansas Dental Center

Practice type: General

Owner: Anthony Papinsick, DMD

Location: Overland Park, Kansas

Building type: Leasehold

Square footage: 1909

Practice philosophy and design advice: Kansas Dental Center’s mission is to provide high-quality, affordable, and comfortable dental care for the entire family. We are capable of providing care for every dental need; from a simple exam and cleaning to a dental emergency, we make ourselves available to our patients. Located in central Overland Park, Kansas, our practice is proud to serve the entire Kansas City metro area.
Our warm staff, state-of-the-art facility, and attention to detail set us apart.

Take the time to review the previous work of your architect and contractor in order to see if their past projects are in line with the overall personality and feel you want for your new practice. Finally, even if you hire the best team, it would be a great idea to over-compensate how long the project will take to complete by at least 2 months; as even with a great team our project completion date came in 2 months after the substantial completion date outlined in the contractor bid agreement.

Design criteria summary

**Dental technology:** For diagnostic technology our office completely utilizes digital x-ray systems (Dexis Platinum intraoral sensors coupled with a Sirona Orthophos SL digital PAN), reducing radiation exposure to the patient and providing the best diagnostic imaging available. Dexis and Dentrix software systems are utilized to view radiographs and treatment plan cases. A Midmark Preva DC intraoral x-ray unit is conveniently housed in an A-dec center console unit that allows service to both operatories from a single central position. As far as handpiece and delivery systems technology, we utilize completely electric A-dec delivery systems that are equipped with Kavo Mastermatic electric handpieces; their quiet operation and powerful torque allow for outstanding control and a more gentle patient experience. A fully integrated Acteon Newtron ultrasonic handpiece is integrated into each delivery system as well. For further patient education and record keeping, we have an integrated Acteon Soprocare intraoral camera capable of recording high quality intraoral photos, as well as educating patients about plaque/tartar accumulation when used in Perio mode or pit and fissure decay when used in Cario mode. We hope in the future to upgrade our Orthophos SL to 3D capability to help aid in diagnosis and future implant surgeries.

**Dental equipment:** The workhorses of our office are our Midmark PowerAir and Power Vac (dry vac) systems, which provide reliable and consistent air and suction to our operatories. We have also integrated a Solmetex Amalgam Seperator to prevent amalgam waste from ending up in city wastewater.

**Ergonomics:** Our operatories are completely outfitted with A-dec 500 series dental chairs, doctors stools and assistant stools. These products keep both patients and staff comfortable during long procedures. Overhead lighting is provided by A-dec 500 LED dental lights, light curing mode takes the stress out of premature curing of light cured dental materials. An A-dec central console provides operatory separation and an integrated ICV dental vacuum line cleaning system keeps suction lines clean between patients. The entire office is designed in a loop fashion where staff can travel uninterrupted from the front desk, to the treatment hallway, to the galley kitchen and back to the front desk area.

**Esthetics:** We created a modern, warm industrial look to our office. The space feels uncluttered and clean but warm and comforting with highlights of reclaimed wood on accent walls and operatory 12 o’clock walls. In order to reduce acoustic issues with an open ceiling design, an aluminum drop ceiling was placed in the front desk/reception area with the open concept ceiling being limited to the treatment hallway to avoid excessive noise and to help separate the two spaces.
operators to accommodate each doctor. Patients get so excited when they learn the dental chairs have heat and massage. We even have some patients that just want to come take a nap in the chair!

**Ergonomics:** In our new office, all of the operatories easily accommodate four-handed dentistry with ease of access to all items needed for a procedure. The dental chairs swivel easily to accommodate ease of access into and out of the operatory, or if the doctor wants a different view of the patient, with one click of a button, the patient is easily rotated. The arms of the dental chairs are built into the chair back. This prevents bumped knees and awkward position. The rear work surface is vertically and horizontally adjustable and locks in place to avoid accidental movement. This allows for height accommodation for the assistant and the doctor. The hallways are carpeted for cushion on the feet, knees and ankles, as well as to absorb noise. Acoustical ceiling tiles and softs absorb sound as well. Glass was used wherever possible to allow for natural lighting and the lights are all LED to help reduce eye strain. The administrative areas have computers with adjustable heights, ergonomic keyboards and mice as well as ergonomic office chairs. Wrist pad rests provide support for wrists. The break room has many toys, gadgets and brain games to help alleviate mental stress throughout the day.

**Esthetics:** Comfortable, elegant, sophisticated and relaxing are all words our patients have used to describe our new office. Neutral colors mixed with warm colors provide a relaxing environment for our patients. The patients are calmer when they arrive and enjoy the scents of lavender and vanilla while receiving dental treatment. Our patients love the new office and have commented many times that they just feel better when they come. Oftentimes, patients have said the look reminds them of their own home and, therefore, they feel less anxious. From Cambria countertops throughout the office to the illuminated wall sconces and amber pendant lighting, no detail was too small to ensure our patients had the best experience possible. All five senses were taken into account. Most of the artwork is original and patients always comment how beautiful it is. Snacks and beverages are available to our patients or travel companions and fresh flowers are seen at our good-bye mirror. All patients receive a tour of our office so they know exactly where things are. We looked for all of the small things that make a big difference. There are restroom locks that show when it is occupied or vacant, acoustical paneling around areas where people speak a lot and sound travels and cell phone chargers for the patients in the reception area. Patients and the staff alike notice all of the details. Beautiful sinks sit atop the counters in the restroom, and the staff and patients both have their own coffee, tea and snack areas. Our patients and the staff truly love the look and feel of our office.

**Bayshore Dental continued from page 13**

administration and waiting room chairs. While intensely focused on the task at hand, we often disregard our own posture and comfort; we therefore decided to outfit the office with top of the line ergonomic stools, allowing us to continue our focus on our patients. Desks and work stations were designed for maximum visibility to patients, while the computer monitors are positioned to ensure HIPAA privacy. In the treatment rooms, the Kappler cabinetry is designed to facilitate rear delivery of instruments positioned between the dentist and assistant, which allows for maximum rotational ability on the stool without having to over reach. Once engaged in a dental procedure with a patient, the treatment center and cabinetry are designed to ensure every item needed is at our fingertips’ reach.

**Esthetics:** Bayshore Dental continually strives to create an optimal patient experience with the highest standards of dental care; it is only fitting to have a clinical setting that reflects those standards and attention to detail. Every element in the office was carefully considered, re-considered, and ultimately implemented, something that we feel is evident in the final design. We firmly believe that when patients observe such attention to detail and the smart, thoughtful design concepts that were put in place throughout the clinic, they will inevitably feel more confident in the dental care we provide. Perhaps the most visible result of moving to our new facility is that team members have become more productive and content, and patients noticeably less anxious and more cheerful. The lack of “soft” surfaces throughout the clinic and areas of high, exposed ceilings required a careful approach to acoustics. Minimizing sound travel of patient and staff conversation, phone calls with insurance companies, and the dental handpiece noises along the main hallway were accomplished by placement of acoustic wall art panels, walls that connect floor and roof decks, and sound absorbent batt insulation in cavities and dropped ceilings.
radiation guidelines. Use of Nomad handheld x-ray system and digital sensors also facilitates treatment and avoid the bulkiness of a non portable radiographic unit maximizing space and flow inside treatment rooms.

**Ergonomics:** We have the understanding how important is ergonomics in the longevity and efficiency of dentist's professional life. I have been practicing dentistry for 24 years and I wouldn't be here today if I didn't respect the principles of ergonomics. Placement of microscope and delivery systems, positioning of dentists assistant, dual entry treatment rooms, handheld x-ray unit, dual computer screens, positioning of patient dental chairs, assistant and doctors' chairs, with specific arm rests were carefully chosen in order to deliver care respecting the perfect circle of range and motion. Position of telephones, computer screens, specific chairs for managers and staff were also taken into consideration to maximize the flow and efficiency. The dual entrances to the sterilization area and the position of sink, ultrasonics and autoclave were also designed to have the flow of dirty to clean for instruments. The staff lounge/ conference room was designed to provide comfort when a break is needed and lectures to guests.

**Esthetics:** The natural elements used such as reclaimed wood, stone, wood floors, soothing colors and the preservation of natural light with big windows met the objective of providing a calming, soothing and relaxing ambience to patients in distress and pain. Staff absolutely love their work environment and it is important that they feel proud of the place they work. Patients often complement us, saying they don't feel they are in an endodontic practice just about to have a root canal procedure. When I hear this, I absolutely know I met my goal of making them at ease! The wood floors and reclaimed wood helped in the acoustics. A well thought out music system was installed to provide soothing music and cancel any noises disturbances.

---

**Editorial and Advertising Policies**

Any statements of opinion or fact are those of the authors and do not necessarily reflect the views of the American Dental Association. Neither the ADA nor any of its subsidiaries have any financial interest in any products mentioned in this publication. Any reference to a product or service, whether in advertisements or otherwise, is not intended as an endorsement or as approval by the ADA or any of its affiliated organizations unless accompanied by an authorized statement that such approval or endorsement has been granted.

All matters pertaining to advertising should be addressed to the advertising sales manager, Sales and Marketing Department, American Dental Association, Publishing Division, 211 E. Chicago Ave., Chicago, IL 60611, 1-312-440-2740, fax 1-312-440-2550. All advertising appearing in ADA publications must comply with official published standards of the American Dental Association, a copy of which is available on request.