



BUILDING THE DREAM OFFICE

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Designed by Ashley Cameron

What do you do when your office is so far off the beaten path that the path to it almost requires an all-wheel drive vehicle? Dr. Bernie Dudzinski's former Council Bluffs, Iowa office wasn't in the far reaches of Alaska... but he and his staff agree that it was in a kind of retail wilderness.

"We had been in this forgotten strip mall since 1987. You couldn't see our office from the road. And we didn't own the private road that led to it, so we couldn't fix it — that road was riddled with potholes for years. There were no windows in our offices. We had to put fake clouds in the dull skylight. We were in very, very tight quarters. It was definitely time for a change." said Dr. Dudzinski.

Moving to a brand new space proved out the practice's name, New Image Dentistry, in many ways. The main goal was to make the new space an inviting, vibrant place where patients could receive quality dental care.

"We have a great staff and very loyal patients. A lot of people have come back who we hadn't seen in years, plus a lot of walk-ins just because of the exciting new space. Everyone wants to check it out," said Dr. Dudzinski.

Dr. Dudzinski and staff have enjoyed the dramatic influx of patients old and new. So many in fact that Phase II of construction was moved up an entire year from the scheduled 18-24 months after opening. This location (one of four that Dr. Dudzinski owns) started with four operatories and space for seven.

It's now up to six operatories and they're eyeing space for the seventh, and perhaps more. Thus far, Dr. Dudzinski has doubled his square footage over the old location to about 3,300 square feet. He and his staff also have another 1,500 square feet next door to expand as necessary.

EXPANDING — WITH THE — LATEST TECH

Technology has played a large role in New Image Dentistry's newest location. Goetze Equipment Specialist David Burke assisted with everything from equipment selection to installation plus a lot of the before and after details.

"Dr. Dudzinski was looking to build a new office that would replace an existing one. He wanted to upgrade his technology, increase the space, diagnose in a more efficient manner. He was relatively close, so I asked him to come to Kansas City and try out the different equipment...from there we configured equipment for efficiency. Once we had those specs, we took a trip to the manufacturer



Reception desk



Operatories



Operatory

DESIGN TEAM

Architect:
Purdy & Slack Architects, P.C.

Contractor:
KSI

Equipment Specialist:
David Burke

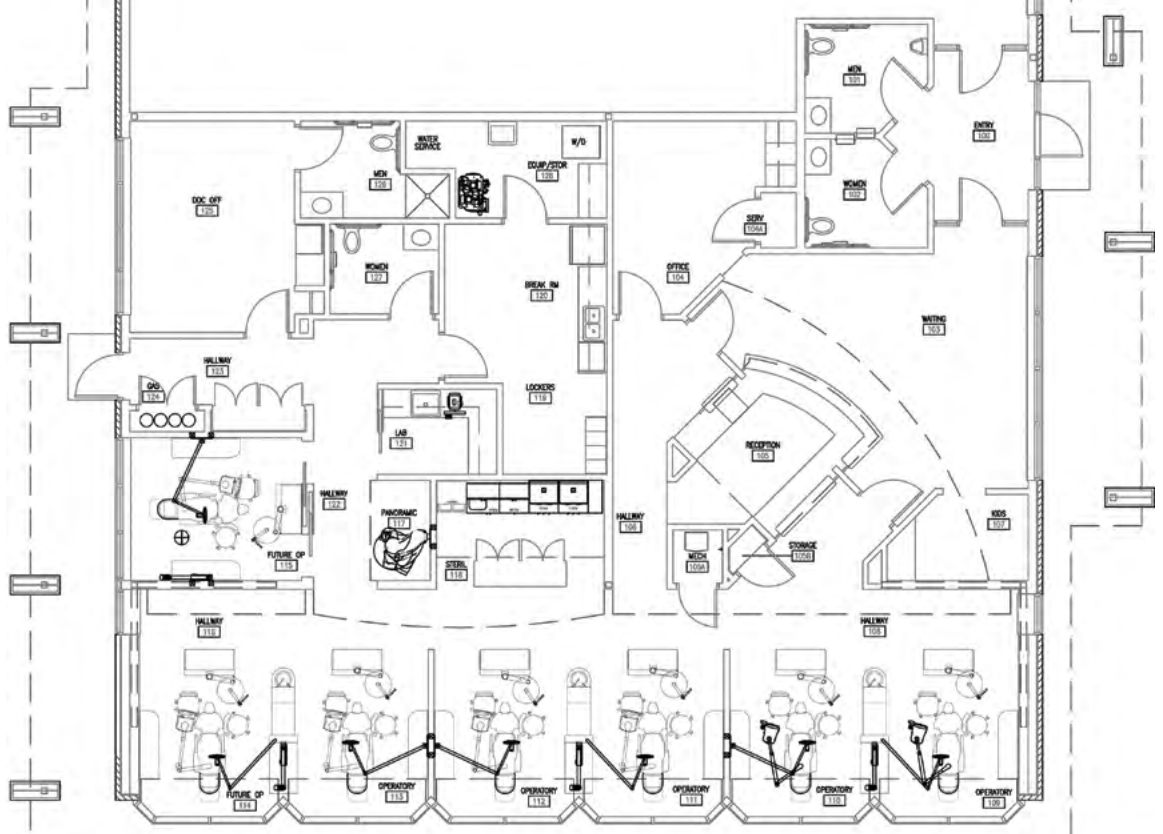
Lead Service Technician:
Jason Stowell

Installation Technicians:
Ray Browning
Mark Mazurkewycz
Dave Whitsell

Sales Representative:
Sherry Baker

Senior Interior Designer:
Inga Paul

Technical Service Technician:
Bryan Smith



in Oregon and looked at all their equipment...it's important to get a feel for the equipment you're buying to see how well it's made, understand the different operatory setups that might be best for you and how you practice. The order was placed, and the construction team went to work."

"Meanwhile, we met with the general contractor on electrical and plumbing so they could start laying electric, water and air lines. We work very closely with our GC and architect to ensure everything goes smoothly. That's the difference between a smooth install and a nightmare install. So I'm managing the flow of equipment, the

when, the where, making sure nothing is forgotten or left out. Coordinating people for installs. Then scheduling the in-service and training to ensure the doctors and staff understand how everything works."

"Then we followed up with adjustments, position changes, additional training. We stay in touch constantly for six months to a year to make sure they have everything they need. It's just as important to service after the sale as everything else. Once the install is done, you need to make sure they're happy, they're productive, they feel like they've got the dream they wanted," said Burke.

RESULTS THAT MAKE A REAL DIFFERENCE

This uncommon, hands-on approach worked out well for Dr. Dudzinski. He's clearly enamored with how technology makes his and his staff's jobs easier while increasing office efficiency and putting patients at ease.

"We brought over a few pieces of equipment, but we had to order another sterilizer because we were going through equipment so fast. Besides a few of the mixers we had, everything

NEW EQUIPMENT LIST

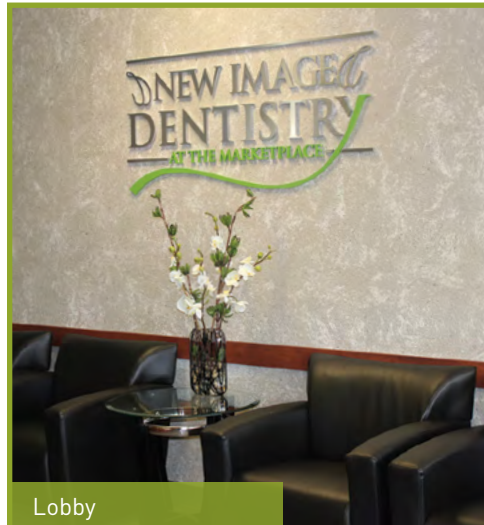
A-dec 5543 Central Console
A-dec 5580 Treatment Console
A-dec 5531 Accessory Console
A-dec 511 Dental Chair
A-dec 532 Delivery System
A-dec 545 Assistant Instrumentation
A-dec 574L LED Cabinet Mount Light
A-dec 575L LED Wall Mount Light
A-dec Preference ICC Sterilization Cabinetry
Accutron Nitrous

Acteon SOPROLIFE camera
Midmark M11 Sterilizer
PLANMECA ProX X-ray
PLANMECA ProMax Panoramic X-ray
PLANMECA ProSensors
RAMVAC by DentalEZ Bulldog QT Combo 2
RAMVAC by DentalEZ CustomAir
1025D Compressor
SciCan G4 STATIM 5000 Sterilizer

was brand new. Like our SOPROLIFE camera — a picture is worth a thousand words — it makes such a huge difference in explaining it to the patient. We got new electric hand pieces, brand new everything else. Now patients can recline and watch TV while I'm working on them, with their head perfectly tilted. Kids are easier to work with, too. A-dec system has such great innovations, it makes patients more relaxed, and makes our work easier," said Dr. Dudzinski.

Patients have even commented on the new space and the technology. "I had a gentleman who said, 'How can you argue with technology? You don't need to say anything more, Doc. I see it right there.' Patients want you to use as many tools as you have that will improve their health. Early detection makes a huge difference, patients really appreciate that," said Dr. Dudzinski.

But even the best technology is only one facet of a successful dental practice. Dr. Dudzinski credits his staff's energy and the well-planned new space for bringing in patients.



Lobby



Dr. Dudzinski's office

NEW OFFICE, DIFFERENT WORLD

Building the Council Bluffs office was a new experience for him and his staff.

"This is the first building that we actually built from the ground up. So we had a blank slate. We made sure we had a lot of room for people to get around while keeping the flow and equipment placing efficient. We do a lot of our treatment planning right there with our patients when I'm with them, we don't have a separate room. And we put the hygienists next to each other instead of separated by a room. This way they can work together, share treatment plans. They come up with a lot of solutions together, right next to each other. Everything is so positive. What a difference," said Dr. Dudzinski.

The new space not only brought the need for new equipment, it was the catalyst for a paperless office. "Now we're fully paperless and that's going well. So we're using that extra space

right now to convert our charts into the computer files. Goetze has always been there to help us with whatever we needed, including this new office. They really deliver on their promises," said Dr. Dudzinski.

With many long-term staffers (some going on 29 years with the practice) and lifetime patients, Dr. Dudzinski and his crew have come a long way from a humble strip mall while retaining their core values. And right up there with all that room — plus room to grow — New Image Dentistry's floor-to-ceiling windows are easily seen from the smooth road right outside their new building.

Dr. Dudzinski's new office is on the web at <http://www.nidentistry.com/marketplace/>



Sterilization room

"We just have a fantastic staff over there. The patients are happier in that new space. It's an open atmosphere. We get such great comments from people when they walk in. It's amazing the reaction we get from both patients and staff...they're proud of what they're working with and the space they're in. It is something to be proud of, a beautiful office, with state-of-the-art equipment, that's made everything nice for everybody. We're booked pretty far in advance, 3 weeks plus," said Dr. Dudzinski.