



Stepping Into the Light

Written by Steve White
Designed by Ashley Cameron
Photography by Curtis Geist

Dr. Brandon Patten and his staff were tired of working in the dark. Oh sure, the practice had plenty of lights in the basement of their old building for the previous 43 years. But what they were missing was plenty of *light*. As in daylight. And so after purchasing Ames Family Dental four years ago from owner-turned-associate Dr. Donald Good, it was only a matter of time before Dr. Patten made a dramatic change.

“We were in a bank basement for 43 years with no windows. We didn’t have much visibility from the street, it wasn’t a very convenient location and we had to pay for parking. It was time to get our heads above ground,” Dr. Patten said.

So when the opportunity to buy some land arose 18 months ago, Dr. Patten acted fast. The land was still close to Iowa State University which was an important consideration. Since buying the practice in 2011, and from his time working as a dentist in the Spartan confines of the aircraft carrier USS Theodore Roosevelt in the US Navy, Dr. Patten had paid close attention to office layouts. He knew he wanted the best of all worlds for his practice.

Creating the Dream Space

So how did he go about creating the new space? A friend and fellow dentist in Newton, Iowa, Dr. Steve Rabedeaux, had built a new building that Dr. Patten admired. "He was very thoughtful and efficient about the way he built his office, how he set it up, where everything was placed. I asked Steve who he used, assuming it was one of the big guys. But it wasn't," explained Dr. Patten.

He referred me to Steve Farni (Equipment Specialist) over at Goetze. I had never heard of Goetze. But Steve had a ton of equipment experience, and we

Dr. Patten also worked with Service Techs Bryan Smith and Curtis Geist, Equipment Specialist David Burke and Installation Tech Jason Stowell. There was one person at Goetze who admittedly didn't have years of experience. But that didn't stop him from giving Dr. Patten great service. "Ryan Siler was my sales rep. He was brand new to the dental industry and told me that right upfront; he told me he wanted to learn my business and help me expand my practice. And he did a great job. What I like about the people at Goetze is I can say anything to them, there's



With the construction of the new building, Dr. Patten had a second phase designed that will take the practice from 10 operatories to 16. Nine out of the ten current operatories have plenty of natural light, and three have vaulted ceilings.

hit it off. We started talking about the new office and how it would look, how it would work. Steve was very responsive to my needs...so I put up a trial balloon and let Goetze help with my digital upgrade in the old office. The building had to be retrofitted for digital; it was pretty complex but they did it right. They were good with planning, issues and the whole upgrade. After that, I knew I wanted Goetze working with us on this new office."

no holding back about what I want and what's doable. It's a team approach," Dr. Patten said.

Dr. Patten utilized a dental office contractor, Downing Construction, he had met while looking at another building, and worked with Goetze Senior Interior Designer Inga Paul to expand his practice from five operatories in a well-worn space to 10 operatories in a brand new structure

brimming with an abundance of light and inspired with natural accents like stone and cedar.

“We had staff who had worked at that old office for 25 years and had never actually worked in natural light. It’s been a huge improvement for both our staff and our patients. Everyone loves the new space,” said Dr. Patten.

But the journey wasn’t without challenge. “We broke ground around Labor Day last year and promptly stepped into a very wet fall. We had so many weather delays all through the fall, winter and spring. It made scheduling very tight. We completed the parking lot on a Friday afternoon and opened the doors for our first patient on Monday morning,” Dr. Patten explained.

Along with five additional operatories comes a lot of new equipment, Dr. Patten chose A-dec. “I was pretty sure I wanted to go with A-dec equipment, so we went out to Oregon, picked what we wanted, spent a month or so revising our designs, and then ordered. It was pretty painless — except for the weather. That also put a few hiccups into our equipment arrival,” said Dr. Patten.

New Office, New Look

When asked his thoughts about the lobby of the new space, you can almost hear the smile in Dr. Patten’s voice. “When I designed the building, I wanted to have a welcoming look and feel. For me, that meant a stone fireplace, exposed cedar rafters, a lodge feel. Warm and inviting. I wanted to take a dental office which is a place where most people don’t want to go, and create as pleasant an experience as possible,” Dr. Patten said.

But beauty is more than skin deep as the saying goes. “In the old office, you could hear whistling drills as soon as you walked in. You don’t hear any of that now. I wanted to create a place that’s laid out well and makes sense. We also have





Dr. Patten upgraded to an all-digital practice two years ago with Goetze Dental. He purchased computers with patient screens, a digital pan, intraoral scanners and digital sensors.

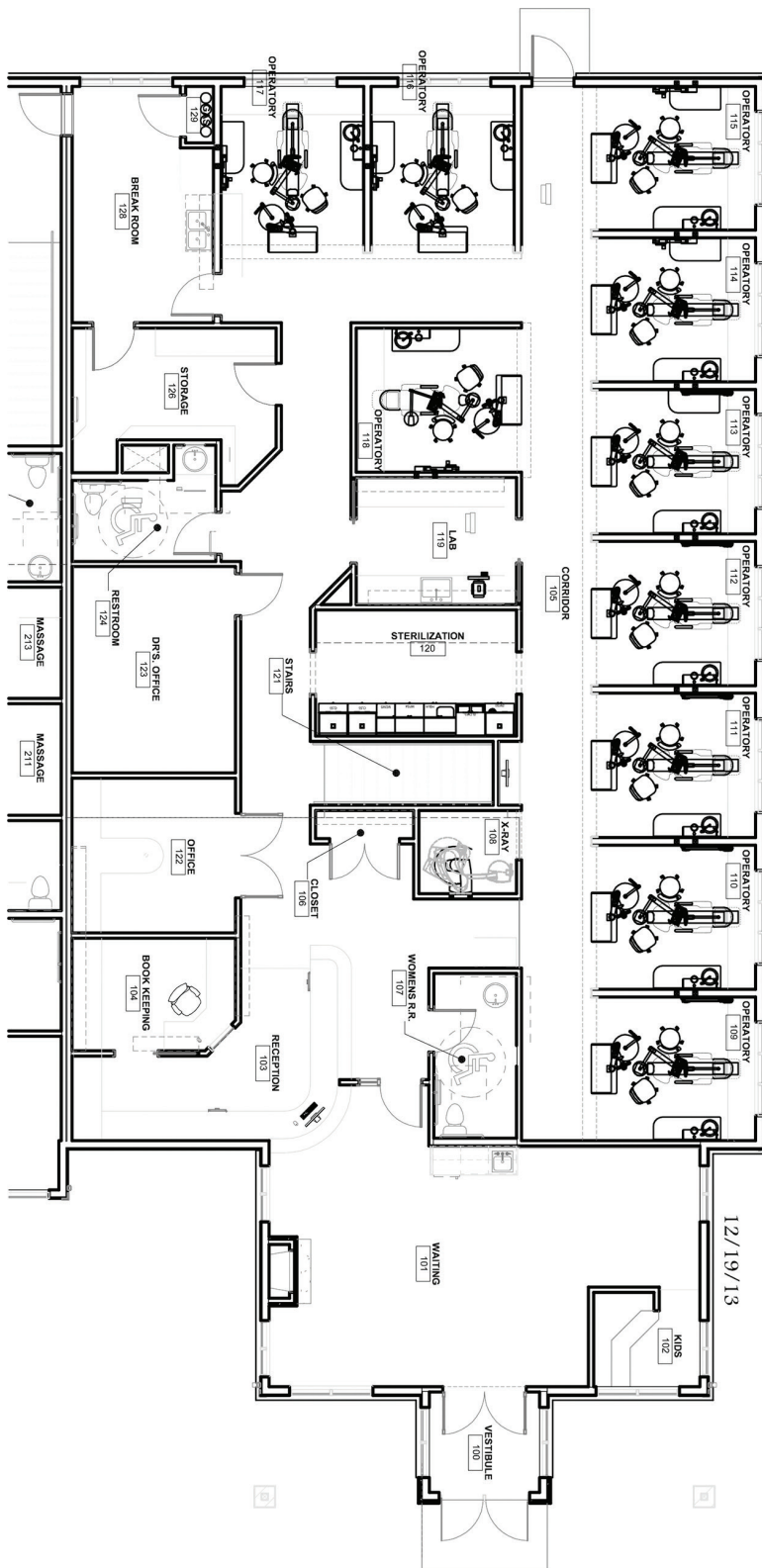
locker rooms in the basement, showers, a large training room for staff, a workbench and a storage area.” Dr. Patten also took that people-first aesthetic outside the building — the sidewalks are heated to quickly melt away anything that Iowa winters deal.

When asked what his favorite piece of new equipment is, Dr. Patten takes a moment to carefully consider his answer. “I’d have to say it’s the A-dec equipment. The A-dec units are really nice. Once you have them, you realize what you’ve been missing.”

With a new building and new, state-of-the-art equipment come new opportunities for satisfaction among both staff and patients. “We’ve seen a significant bump in business since opening the new office. We were averaging about five new patients a month in the old office in 2009. The most we ever had in a month was 37 new patients there. Last month, in our new location, we had 53 new patients,” said Dr. Patten.

That’s the kind of light that brightens more than a workspace. It changes the way people think about going to their dentist. And that’s exactly what Dr. Patten had in mind.

Dr. Brandon M. Patten owns Ames Family Dental. The website is amesfamilydental.com



DESIGN TEAM

Contractor:

Downing Construction

Equipment Specialists:

Steve Farni

David Burke

Lead Installation Technician:

Curtis Geist

Installation Technicians:

Jason Stowell

Mark Mazurkewycz

Ray Browning

Dennis Borer

Sales Representative:

Ryan Siler

Senior Interior Designer:

Inga Paul

Integration Technician:

Bryan Smith

NEW EQUIPMENT LIST

A-dec 511 Dental Chairs

A-dec 577 LED Track Light

A-dec 5580.42 Treatment Console

A-dec 541 Duo Delivery Unit

A-dec 5731 Accessory Consoles

A-dec 5730.29 Upper Dispensing Unit

A-dec Preference ICC Custom
Sterilization Center

Preva by Progeny

Two Air Techniques AS 30 Compressors

Two Air Techniques Mojave V3 Vacuums

Accutron Manifold System