

Patience

LEADS TO PATIENTS



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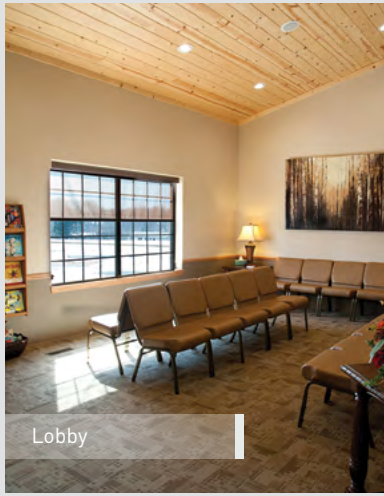
Walk into the spacious lobby at West Plains Dental Group and you'll find three extremely happy dentists. And if you happen to land in one of their new A-dec chairs, in one of their nine new operatories, you'll find out that patience has its virtues. Dr. Greg Temple and Dr. Brian Morrison have been partners since 2000. Dr. Alanna Temple joined the practice in late 2013. Each of them loves the new office. It just happened to take about 12 years to get there.

"We tried to buy the land in 2001, then in 2002. The owner wouldn't budge. He only wanted to lease. So we just waited. We'd ask every few years, and always get the same answer — always a definite 'No,'" said Greg.

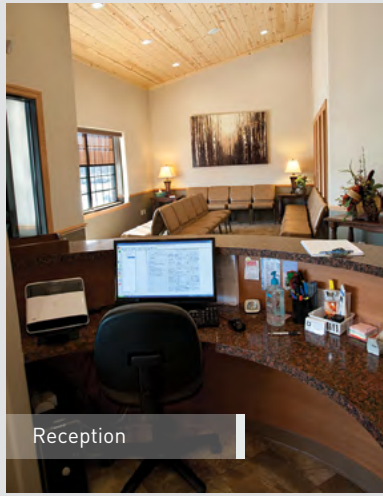
Then something changed. Call it the reward of Southern charm, or patience, or perseverance. Or maybe even all three. But in 2012, the landowner finally agreed to sell a prime hilltop parcel to Greg and

Brian for their new building in West Plains, Missouri, a town of about 12,000 people (with 18,000 more in the service area) less than thirty miles from the Arkansas border. What came next has made a huge difference to the dentists, and their patients, every day.

“ In the old building, there was no room, nowhere to go, ” said Alanna.



Lobby



Reception



Operatory room

“ Everything was crowded before. We wanted bigger operatories and more space, more room. We wanted to make the jump to digital to update our imaging... before, we had to wait for films to be developed. Now it’s all pretty instant. It’s so much better, ”
said Brian.

Greg put numbers to the old and new space. “In the old building, which was built as a one-man office, we had about 1700 square feet — four operatories and a small lab. Now we have 4200 square feet and a full basement. It’s a world of difference.”

The dentists worked closely with Goetze equipment specialist Chris Wilhoit, sales representative Joe George, senior interior designer Inga Paul, director of sales Vito Gomez, and technology specialist Bryan Creason from the planning stages through completion and beyond.

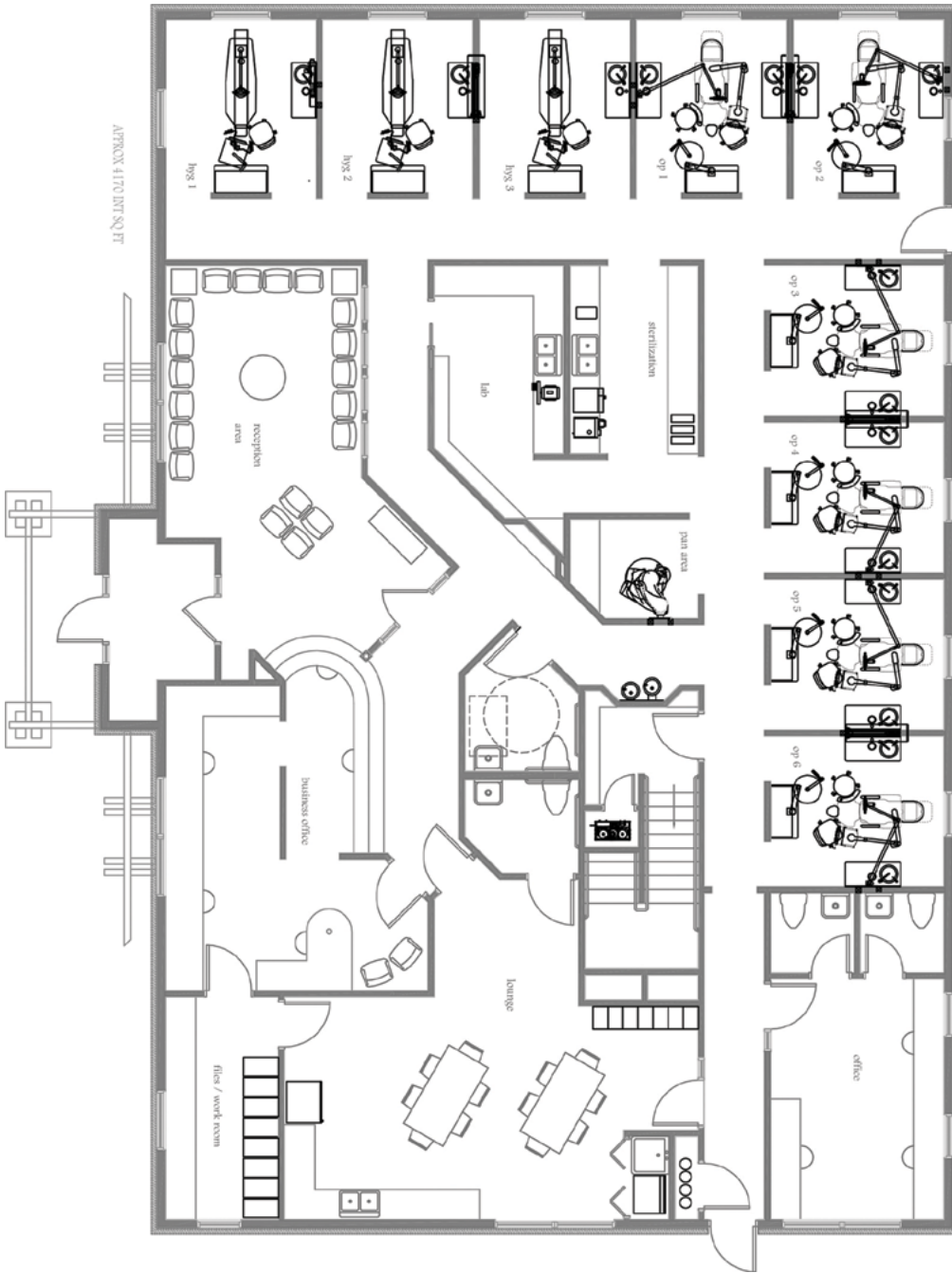
“ One of the main things we wanted was a new laboratory and sterilization center, in separate spaces. We were in an 8x12 space for that before. We wanted bigger operatories and more room, ”
said Brian.

To start that process, they went to Goetze’s corporate office in Kansas City and met with Chris Wilhoit and the Goetze team. The dentists told Chris, Inga, Vito, Bryan and Joe what they had in mind and then toured the showroom to see, use, and learn all about the latest equipment and what it could do for their practice and their patients. They also got a better idea of what they liked by touring other Goetze client offices.

“ We toured other practices in Springfield (about 90 minutes from West Plains) to talk about layouts and floor plans. It’s sometimes hard to visualize what you want or think you need, but when you see layouts and equipment you can get a better idea, ”
said Alanna.

“Inga and Chris also did a site visit before we broke ground to get a better idea of the property and how to plan it.”

Each dentist noted that the build-out went smoothly with no hiccups. Brian gave Inga some plans he had sketched out on graph paper as a starting point.



DESIGN TEAM

Architect:
Densel Kimbrough,
Kimbrough Design Studio

Contractor:
Adams Construction

Equipment Specialist:
Chris Wilhoit

Lead Installation Technician:
Ray Browning

Installation Technicians:
Mark Mazurkewycz
Mark Hohenfeldt
Chuck Carter

Sales Representative:
Joe George

Senior Interior Designer:
Inga Paul

Technology Specialist:
Bryan Creason

NEW EQUIPMENT LIST

Accutron Manifold System
Accutron Flushmount Flowmeters
A-dec 511 Dental Chairs
A-dec 532 Dental Delivery Systems
A-dec 5531 Accessory Consoles
A-dec 5580.42 Treatment Consoles
A-dec 545 Assistant's Instrumentation

A-dec 5732 X-Ray Storage Cabinets
ScanX Intraoral Digital Imaging System
by AirTechniques
Planmeca ProMax S3 Digital Panoramic
X-Ray
Pelton & Crane Helios Wall Mount Lights
MCC Sterilization Center

Then she went to work putting together potential options.

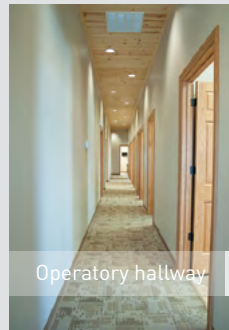
“We got with Inga and she sent some plans down. We’d make a few changes and she’d adjust and send them back. It took longer to get the architect going — and the architect worked quickly — than it did to make the plans,” said Greg.

The dentists brought over equipment from three operatories and started fresh with the rest. That included the aforementioned high priority: their new sterilization center.

“We put in a nice sterilization center, it’s about 14 feet long, a lot nicer than we had in the old days. It’s a cabinet with separate stations, very handy in sterilizing handpieces and instruments, plus the rest of our equipment,” said Greg.

“A lot of our new equipment is A-dec. Goetze recommended putting A-dec electric handpieces into all the new A-dec chairs. The A-decs have high and low speeds, they’re great for root canals. Plus we have two monitors in each room...one for us and one so the patient can see what we need to do to help them,” he added.

That digital jump that Brian mentioned is a new Planmeca ProMax® 2D S3 to make x-rays quick and painless all the way around. But new equipment was only one facet of their experience in the new office. And the old one.



Operatory hallway



3D Imaging

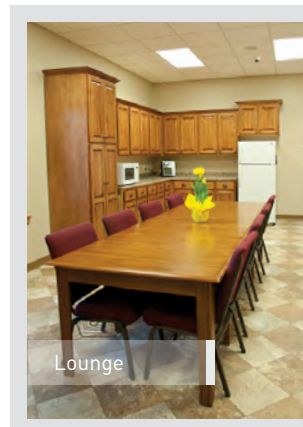


Sterilization center

“We’ve been working with Goetze at least 25 years and we’re tickled to death about that. If I want to talk to the owner about something, I can. They’re easy to work with, and give us as good or better prices than the big guys. They can also be here within a few hours if something goes down. Goetze is always there for us,” said Greg.

One could say that West Plains Dental Group’s new office is proof that good things come to those who wait.

“My father-in-law has been very patient in getting this land. If I could give someone advice, I’d say be as patient as you can with getting the location you want. The rest is icing on the cake,” said Alanna with a smile.



Lounge