

A DAY AT THE • • • • • BEACH • • • • • FOR Lighthouse DENTAL

Dr. Molly Frew Hodges needed to make a decision, perhaps the toughest decision any business serving the walk-in public makes: where to locate her office.

“*We had the option to purchase our current space which was about 3,000–3,500 square feet. The building owner wanted \$650,000 for it, unrenovated. We decided to look around.*”

Written by Steve White
Designed by Ashley Cameron
Photos by Dawn Boomsma





Clients are greeted in an open and airy space.



Natural light floods the checkout area making it bright.

WISH YOU WERE HERE!

What happened next is perhaps representative of the “Ask and you shall receive” principle. Dr. Molly found a space about ½ mile away from her old location. The new space had nearly three times the amount of room for nearly the same price as the old space — including renovation. The best part?

“*We’re right across from a Wal-Mart and a stoplight. So we have a captive audience looking at our building all day long,*”
said Dr. Molly.

The new office includes 4,500 square feet of renovated space in what was previously a real estate office. Dr. Molly and her associate, Dr. Ha Huynh, two hygienists and eight more staff members now enjoy the space afforded by seven operatories with room to add four more.

Dr. Molly’s office manager, Sue Jones, noted a healthy uptick in customers after the move.

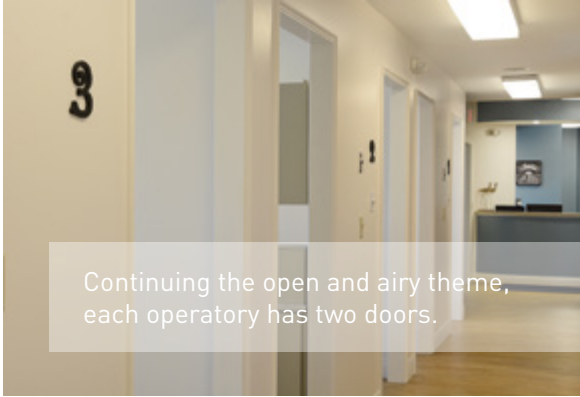
“*We’ve seen an increase in drive-by business due to the Wal-Mart, and that’s been really nice,*” said Jones.

“This whole process was really smooth. We’ve moved twice in the 14 years that I’ve worked in this practice. The first time was with a different vendor and it did not go well. So we were all a little apprehensive about this second move. But we couldn’t be any happier about how this one went. We have nothing but good things to say about Goetze. The only glitch we had was with our phone system which had nothing to do with Goetze... that was a Comcast thing. We had to use our cell phones for the first three days the office was open. That’s not how you want to open a new office!”
Jones added.

BEGINNING — THE — PROCESS

The moving process began with Dr. Molly inviting Goetze Dental experts to come in and look at all of her current equipment to determine what she should keep and what needed to be upgraded, as well as making a list of additional needed equipment, fixtures, accessories and more. And of course a plan on where to put all of it.


“One of our biggest challenges was centering sterilization, that was very important to us. Goetze helped us figure out how to plan everything so sterilization could be put in the middle, front and center, to make it easy for everyone to access. Now we have all new sterilizers which are pretty awesome, and new cabinetry and counters,” said Dr. Molly.



Continuing the open and airy theme, each operatory has two doors.



An A-dec chair was chosen for patient comfort in this operatory.



The sterilization center features custom Midmark Artizan casework.



Dr. Molly chose the Planmeca Promax S3 as part of her goal to go digital.



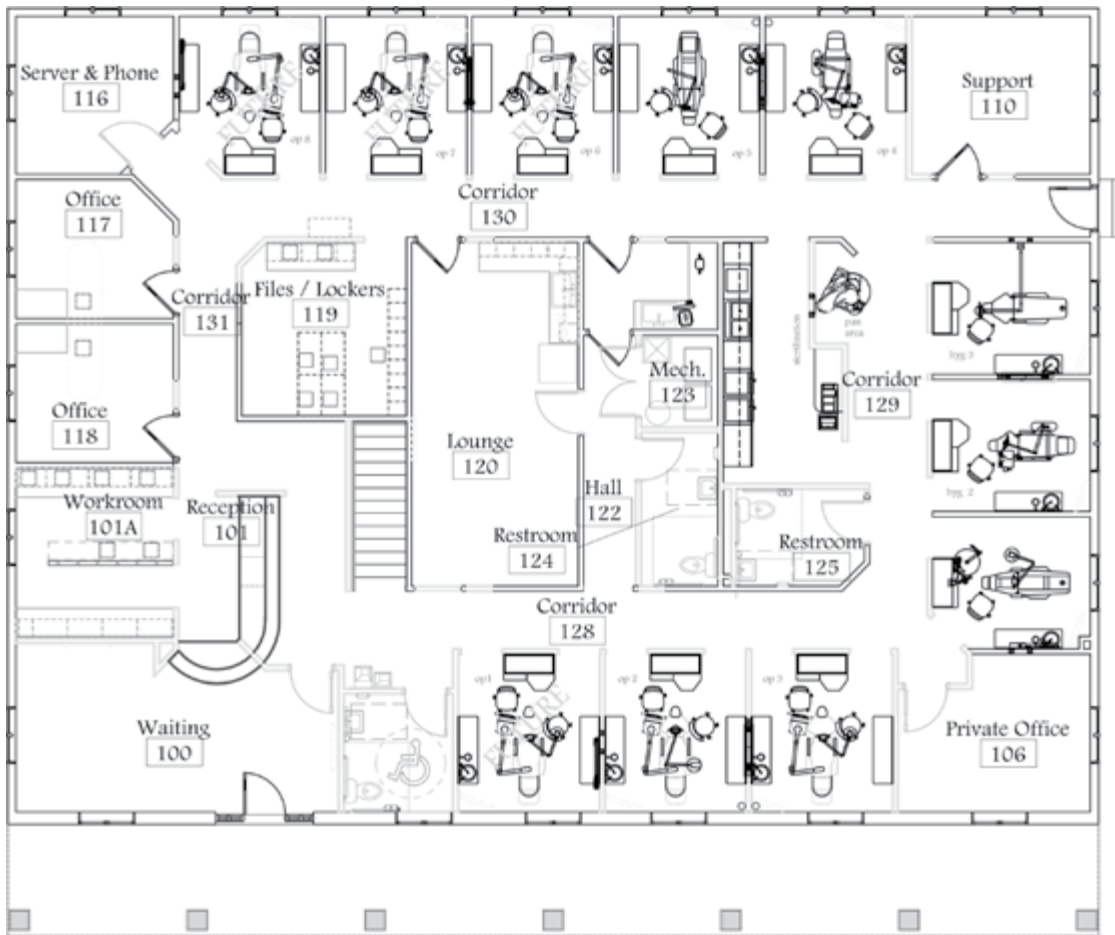
Doctors' office

“We also got a lot of other upgrades and new equipment; our goal is to go full digital. One of the cool things about the new space is the flow. Everything just flows like it should, and we have a quiet, calm environment. We put all the pumps and compressors in the basement. You could hardly hear over them in the old space. It's made a huge difference in our working environment, and for patients. Goetze got all of this done in basically three months; I was really impressed,”

Dr. Molly added.



Brightly colored lockers provide the perfect place for the team to secure their stuff.



DESIGN TEAM

Contractor:
Luke Draily Construction
Company

Equipment Specialist:
Mike McKim

Lead Installation Technician:
Mark Mazurkewycz

Installation Technicians:
Ray Browning
Dennis Borer

Sales Representative:
Curt Huwe

Senior Interior Designer:
Inga Paul

“The lighting is also better in this space. Every operatory has a huge picture window about a foot off the ground, so we have lots of natural light. We also have open doorways all the way to the ceiling, kind of like an open floor plan — which airs it out a lot. And we have two doorways for each op so you never feel trapped or forced into a space.”



Lighthouse Dental Team

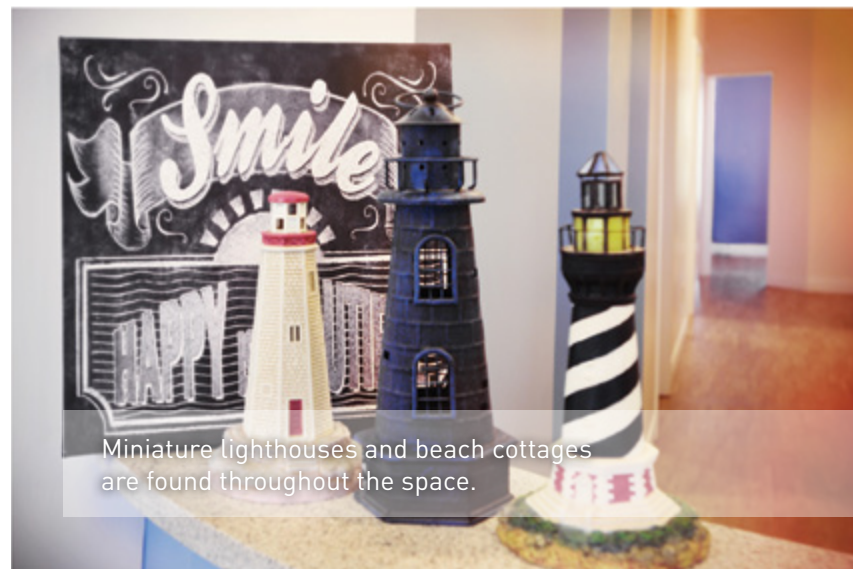
What about the name of the practice? Dr. Molly decided to keep calling it Lighthouse Dental when she purchased the existing practice seven years ago, and to continue that theme when the new location opened its doors on April 1, 2013. Miniature lighthouses and a beach cottage motif adorn the space. And the color scheme is a relaxing palette of purple, pink, aqua, blue and gray.

“Everyone seems to love our lighthouse and beach theme. It’s light and airy and relaxing — which is a nice change of pace for most people,” said Dr. Molly. So as it turns out, a beach near a major retailer is an ideal location to move a dental practice.

Lighthouse Dental can be found on the web at lighthousedentistry.net



The porch spans the length of the building creating a welcome entrance to Lighthouse Dental.



Miniature lighthouses and beach cottages are found throughout the space.

