



Like Father, Like Daughter

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As a parent, one of the most significant rites of passage you enjoy in your child's life is college graduation. This was the case for Dr. Bob Marx, a dentist in Gladstone, Missouri, and his wife Terri, when their daughter Emily graduated with a degree in nutrition. She'd always had a passion for improving people's lives through wellness, and her degree meant that she was following her dream. But the best was yet to come.

Soon after graduating, Emily shared some big news: she had decided to pursue further education, this time in dentistry, following in her dad's footsteps. Bob and Terri were overjoyed, especially when Emily was accepted at her father's alma mater, the University of Missouri - Kansas City School of Dentistry.

“Growing up, I was always fascinated by my dad's work,” says Emily. “I didn't initially plan on becoming a dentist, but after I started working as a nutritionist I believed I could have more of an impact as a dentist. I had seen first-hand while I was growing up what a difference my dad made.”

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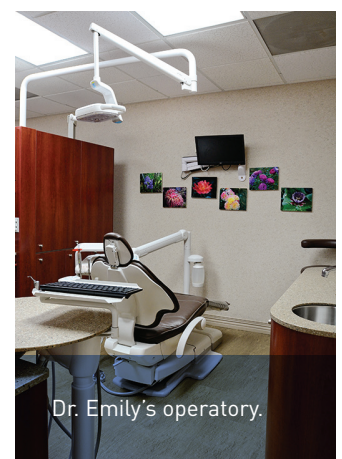
Daughter Dr. Emily, father Dr. Bob, and associate Dr. Arjes.



Consultation room



Dr. Emily's operatory hallway.



Dr. Emily's operatory.

As she neared graduation from dental school, Bob and Terri knew it was time to expand their Kansas City-area practice and make room--literally--for their daughter. The practice, which included Dr. Marx and his associate Dr. Douglas Arjes was thriving, and even before Emily arrived there was a need for expansion and remodeling.

The Expansion Team

In July 2013, the year before Emily finished dental school, the family took a trip to Newburg, Oregon, with their Goetze Dental representative Gary Bowers and equipment specialist Mike McKim. There, they had the full "A-dec Experience" at the A-dec Educational Center. As a team they tested, discussed and selected the equipment for their soon-to-be redesigned office.

"I've known Gary from the beginning of my dental practice," says Dr. Bob. "At that time, I was just renting some space from another dentist. I didn't even have my own office yet. I had one employee, an assistant who was also the receptionist. I met Gary and ever since then he's been an amazing factor in the success of my practice."

Dr. Bob describes Gary as a consultant who helped guide him through the years. "He would see our practice

growing, and as I went from one or two employees to eight or nine, he would share his advice on how we could stay current with innovations in dental equipment and make suggestions on how we could be more efficient and anticipate future growth and developments. He's been a business consultant as much as he's been a sales rep."

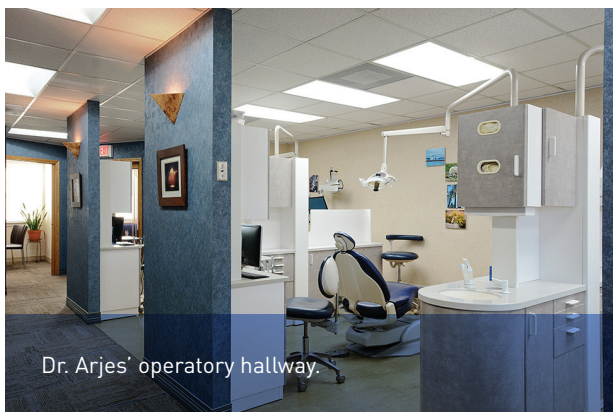
Tools of the Trade

With more growth on the horizon--Marx Dental was about to expand to a staff of 26--the trip to A-dec was pivotal in setting the practice up for a seamless transition as Dr. Emily joined the staff.

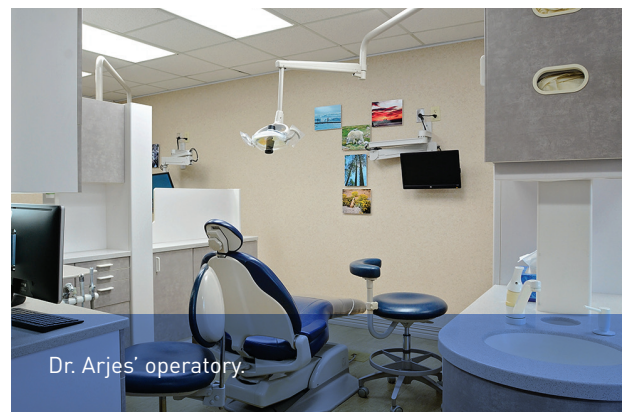


The Marx Dental Team

Dr. Bob and Dr. Arjes had been sharing six operatories for several years. Three of the rooms were outfitted with older left-hand oriented Biotec cabinetry in need of updating and three rooms had obsolete Pelton & Crane equipment from Dr. Bob's first office, so outdated that repair parts were no longer available. The Pelton equipment had been previously converted to right handed use when Dr. Arjes joined the practice several years earlier and had finally outlived its usefulness. As part of the office remodel and expansion, the Biotec cabinetry from Dr. Bob's area was converted to right-hand orientation and moved into three dedicated operatories for Dr. Arjes in the new expanded space.



Dr. Arjes' operatory hallway.



Dr. Arjes' operatory.

Dr. Bob and Dr. Emily are both left-handed, so while at A-dec headquarters they selected new ambidextrous equipment for their operatories that would accommodate changes in the practice, such as Dr. Bob retiring and another dentist coming into the practice who would likely be right-handed.

Three all-new operatories were created for Dr. Bob, complete with state-of-the-art A-dec 511 patient chairs; chair-mounted radius-style 532 delivery units; A-dec freestanding central consoles that open from both sides as to be accessible to the operatories on either side of the console; A-dec freestanding 12 o'clock rear treatment consoles with moveable round work surfaces for the assistant; and A-dec doctor's and assistant's stools.

Goetze equipment specialist McKim explains how important the dental stools are, even though they may seem like one of the smaller, less significant items: "The dental team sits on these stools for practically every procedure, every day. Their comfort is essential to their ability to provide the best patient care for the duration of the day. It also matters for their own quality of life, as many dentists are forced to spend their Saturday mornings at the chiropractor's office."

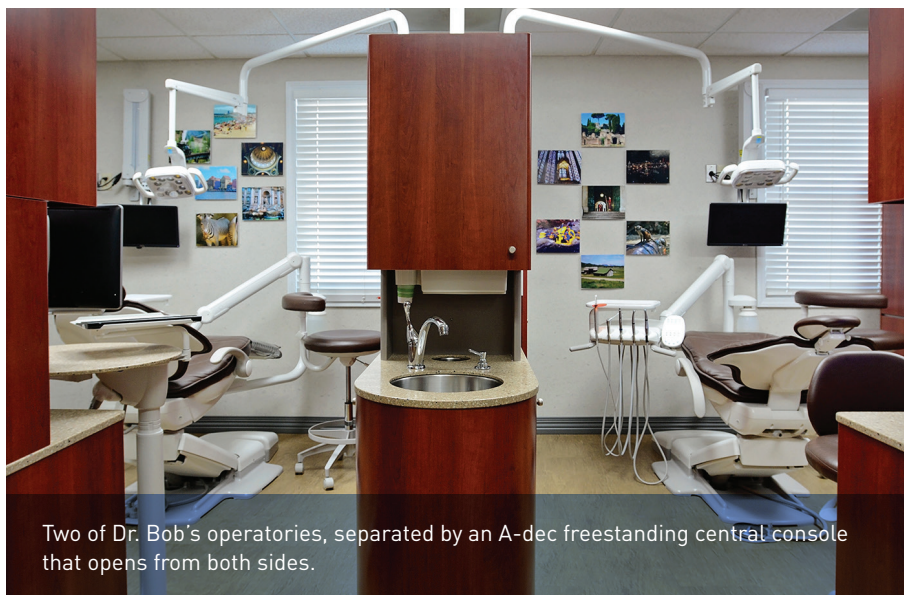
A-dec's dental stools and patient chairs are designed to offer excellent ergonomic support, allowing the dentist to position the patient so that the doctor can maintain a "body-neutral" position. The Assistant's stools have a curved body support apparatus that allows the assistant to lean in over the patient to achieve an ideal visual vantage point to view the oral cavity. Because the assistant's stool position is about six inches higher than the doctor stools, they have a foot ring which allows the assistant to maintain stability and correct posture as well.

Finally, new A-dec cabinet-mounted LED dental lights were installed in each operatory. The LED lights offer several advantages over conventional halogen lighting in that they create no heat, use less energy, last almost indefinitely, and replicate natural light in the oral cavity. LED lights have transformed oral illumination over the last five to seven years.

Two new operatories were created for Dr. Emily with all the same new A-dec equipment as Dr. Bob's operatories. There is also space available to add a third operatory for her when her patient load increases to the point she needs it, a year or two down the road.

Redesigning the Office

The new flow of the office area needed to accommodate the high-volume practice, but practical concerns were only part of the picture. Terri Marx had an eye toward creating a truly welcoming environment that would relax patients before their treatments.



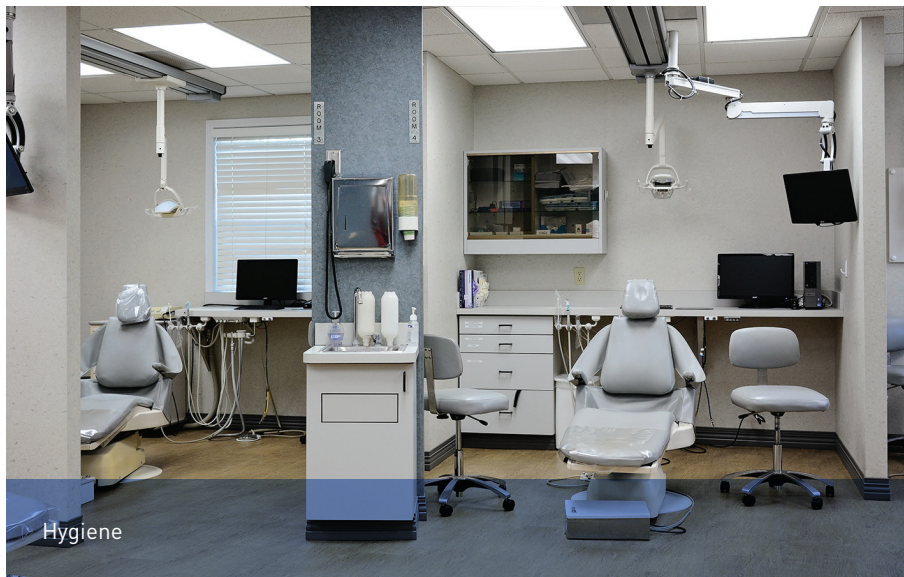
Two of Dr. Bob's operatories, separated by an A-dec freestanding central console that opens from both sides.



Dr. Bob's operatory hallway.



An easy-access, state-of-the-art pan room.



Hygiene



Dr. Bob's travel photography serves as office decor and a great conversation starter.

She met with Inga Paul, Goetze's senior interior designer, who helped her lay out the floor plans. "We not only bought the space next door, we also bumped out the exterior wall to make enough room for consultation. Inga helped figure out how to arrange the spaces so that we could get the most out of them but still feel comfortable," says Terri.

One of the featured areas that has had the most immediate impact on patients is the reception area, where a fireplace, cozy seating and home-like decor were added.

“Almost every single patient comments on how wonderful the reception room is and how beautiful the whole office is now,” says Dr. Bob.

New wall coverings and carpet as well as a natural stone reception desk round off the look. Dr. Bob's photographs from around the world decorate the walls, and have become a well-loved detail in the office. Some of Dr. Emily's photos from China also grace the walls.

"Patients ask where the photos were taken, and if they recognize a location, they tell their stories of visiting there. It's a great conversation piece," explains Dr. Emily.

The office had always been a showcase for travel photography, but through the expansion Terri hung new photos that patients hadn't seen before. "We have a collage system where photos are matted on foamcore and placed in clusters. When the patients saw all the new photos, plus the photos from Emily, they were excited."

The Buildout and Installation

The expansion and renovation of the office took place over a short, three-month period, from May 1 to August 1, 2014. Dr. Emily's new treatment rooms were built, as well as a consultation room for Terri, who meets with all new patients. Dr. Bob and Dr. Arjes operatories were revamped, and the reception room and desk were completely recreated. Because the installation was so carefully planned, the office was able to stay open for the duration of the work so patient treatments would be uninterrupted.

Dr. Emily had just finished dental school, and by August the office was ready for her to move in.

Her parents were thrilled to have her as part of the practice, and equally satisfied with their partnership with Goetze. "Goetze is a company that has developed personal relationships with their dentists. Not only are they friendly, they will bend over backwards to get you what you need," says Dr. Bob. "If we've run out of a supply, they do what it takes to get it there as quickly as possible. This year our practice was voted Best of Northland, as it has been for the past fifteen or twenty years, and I know Goetze is part of that. They exceed expectations. When other dental equipment companies approach us for our business, I say "I'm sorry, but I'm completely loyal to Goetze."



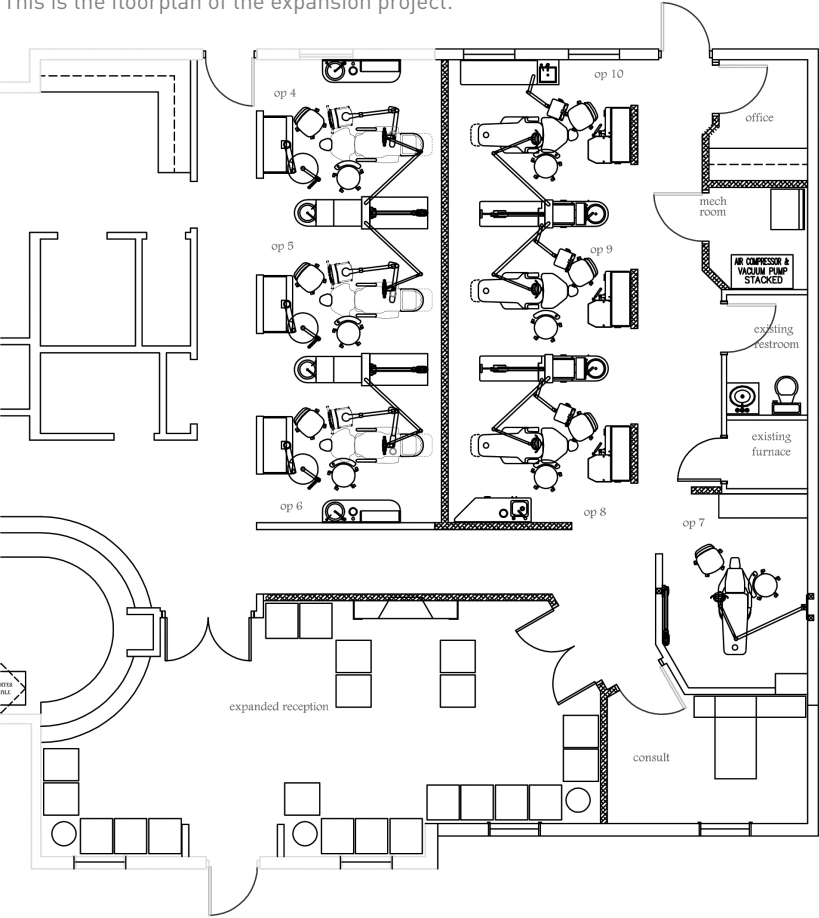
Terri's desire to create a warm and welcoming first impression comes to life in the remodeled and expanded space.



The transformation continues into the spacious checkout area.

FLOORPLAN

This is the floorplan of the expansion project.



NEW EQUIPMENT LIST

- A-dec 5580.42 Treatment Console with 545 Assistant's Instrumentation
- A-dec 5543.SB.42 Central Console
- A-dec 5531.58 Accessory Console
- A-dec 5730.29 Dispensing Unit
- A-dec 511 Dental Chair with 532 Traditional Delivery System
- A-dec LED Cabinet Mount Light



The home-like exterior of Marx Dental is the patients' first indication of what's to come when they enter the building.