



## DESIGN TEAM

**General Contractor:**  
Douglas Brothers Construction,  
Greg Douglas

**Lead Installation Technician:**  
Mark Mazurkewycz

**Installation Technicians:**  
Ray Browning  
Dan Blackwell

**Integration Technician**  
Brian Bogue

**Senior Equipment Specialist:**  
Mike McKim

**Sales Representative:**  
Gary Bowers

**Senior Interior Designer:**  
Inga Paul

After six years of commuting 170 miles each day for work, Dr. Nicole Medley was ready for a change. While she loved her work as the dental director at Katy Trail Community Health, a west central Missouri clinic, Dr. Medley started to think about opening a practice in the Kansas City area, much closer to her home and family. She had been exceptionally involved with the disadvantaged patient population she cared for in Sedalia, but the drive cut deeply into her family time.

With two small children (and soon to be one on the way), she dreamed of mornings around the breakfast table with her family followed by a short commute. As she told her husband Matt: "I just want to be able to ride my skateboard to work."

Dr. Medley's opportunity came in the summer of 2014, when Dr. Edward Cable put his Independence, Missouri practice and the building that housed it up for sale. The Medleys purchased both. Dr. Cable had been practicing for over 40 years, and his patient base had remained loyal to him. Dr. Medley wanted to continue serving his patients, and also expand to care for young families like her own. She realized, however, that with a dated interior, old equipment, and virtually no amenities for children, the current state of the building was going to be a hard sell for the new patients she wanted to attract.

WRITTEN BY	Powers + Ristorcelli Content Agency
DESIGNED BY	Ashley Cameron
PHOTOS BY	Dawn Boomsma





The building renovation kicked off in August of 2014, with Goetze Dental's frequent dental office partner, Douglas Brothers Construction, at the helm. In addition to the dental practice, the building space was home to another business. The initial plan was to renovate the original dental office and to create an open concept with the operatories on each side of the hallway. The office space and reception areas were small, so Inga Paul, Goetze Dental's Senior Interior Designer and contractor Greg Douglas worked through some complicated logistics with the design, such as how to create enough bathroom space as well as administrative offices for the staff. Due to the limited space, Dr. Medley's private office was to be relegated to the basement.

Within a few weeks after the renovation began, the business occupying the front half of the building decided to move. This meant valuable office real estate could now be incorporated into Dr. Medley's dental space. According to Mike McKim, Goetze Dental's Senior Equipment Specialist, the plan for the clinical operatories remained the same, but the design team was able to utilize the added space to create a much larger reception room in the front of the building. In addition, Dr. Medley now had more administrative space along with a main floor private office, new bathrooms, and a much wanted kid's waiting/play area.

Dr. Medley developed the building's interior look with Dr. Cable's previous patients in mind. In order to ease the transition for them, she kept the teal color that was present in the old reception area, complementing it with a color scheme she found on Pinterest. Dr. Medley settled on a "happy orange" color for accent ... which she loves "most of the time" ...and brought in contemporary yet comfortable sofas to further soften the look. The old decor that she described as "corporate and industrial" with mostly whites, grays, and artificial light, has now been replaced with a "modern and homey" feel that is more appealing and that her patients appreciate.

What her patients have also noticed are the significant equipment upgrades that Dr. Medley invested in. With more space due to the expansion into the other half of the building, there is now room for six operatories. Dr. Medley decided to equip only four to begin, which

**Left:** Welcoming reception combines contemporary and homey decor

**Right:** Reception

**Below:** Orange accented walls add warmth to the space

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DR. MEDLEY SEES MANY NEW FAMILIES WITH YOUNG CHILDREN, THANKS TO THE REVAMPED OFFICE COMPLETE WITH A SPECIAL WAITING ROOM JUST FOR KIDS.

is a smart strategy for saving money now while anticipating future growth. The old, original equipment was replaced by sleek new A-dec chairs, delivery units, lights, and cabinetry making for a very modern, productive and efficient clinical suite. Dr. Medley and her husband Matt used Goetze Dental's close relationship with A-dec to their advantage, touring the plant outside Portland, Oregon. There they received hands-on experience with all their equipment options, which Goetze Dental encourages all clients to do.

Back home in Missouri, Mike McKim and Gary Bowers, Dr. Medley's main contacts at Goetze Dental, helped make the final equipment choices, which resulted in the utilization of additional state-of-the-art dental must-haves like Eddson Practice Management Software, Air Techniques ScanX Digital Intraoral Imaging and Polaris II Intraoral Cameras, a Planmeca Digital Panoramic X-Ray, and A-dec/W&H High Speed LED Handpieces to mention a few. Dr. Medley leaned on McKim and Bowers' expertise,

saying she trusted them to "lead her down the right path" when it came to the technical details of all the equipment purchases.

Medley Smiles officially opened its doors as a family dental practice in November 2014, and has been growing steadily ever since ... as has Dr. Medley's family. She and Matt recently welcomed baby Miles, who joins seven-year-old William and six-year-old Molly. In keeping with the family-friendly atmosphere at the office, Dr. Medley brought Miles to work with her for a few weeks after he was born. She now sees many new families with young children, thanks to the revamped office complete with a special waiting room just for kids. As a parent, Dr. Medley understands "how hard it is to go somewhere and not have something for your kids to do. And you can't appeal to people with families if you don't have amenities for them."



Left: Operatories  
Below: Flooring choices





“WITH OUR COMPANY, IT’S NOT JUST ABOUT THE SALE OF THE EQUIPMENT,” SAYS MIKE, “IT’S ABOUT INVESTING IN OUR FUTURE RELATIONSHIPS WITH OUR CUSTOMERS.”

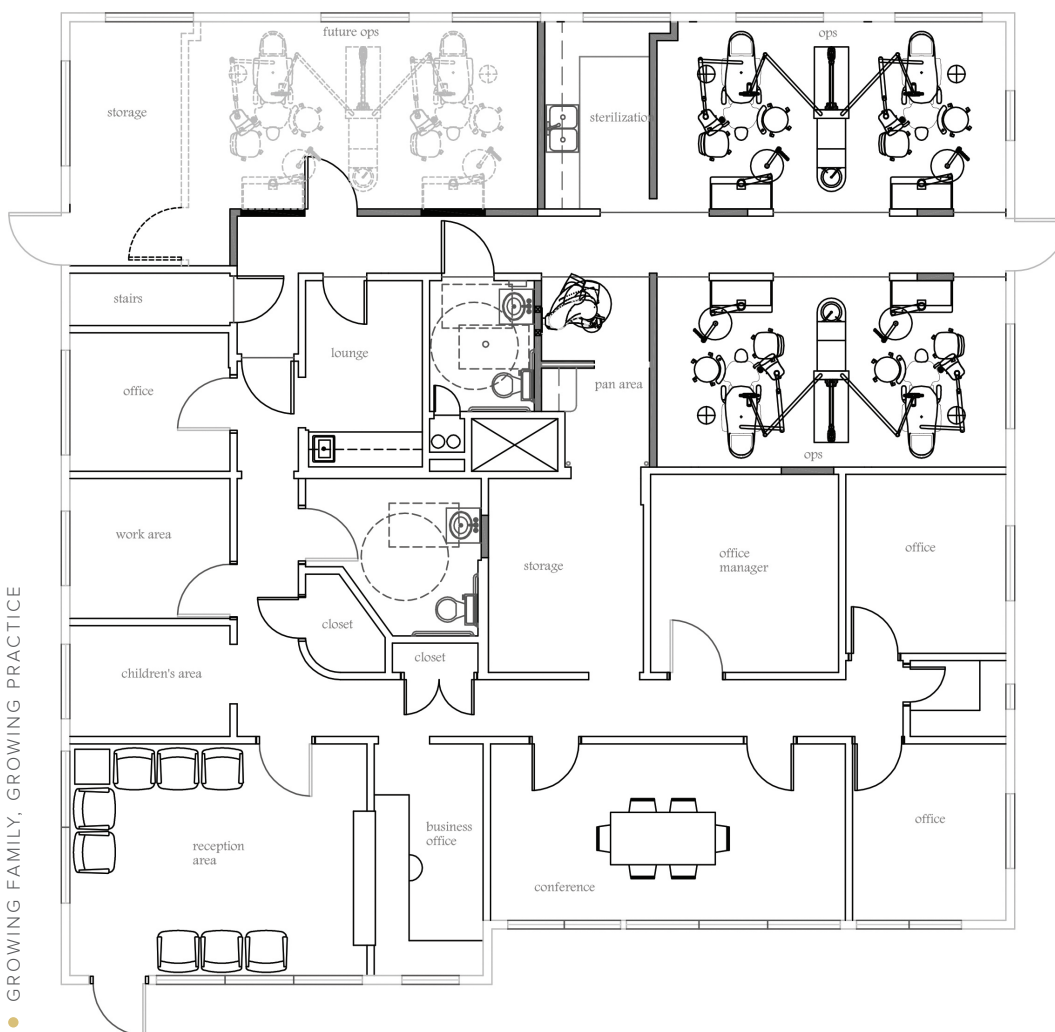
One year into her new practice, Dr. Medley is still going through the “learning process of being a solo practitioner,” something that her staff of three helps with. Dr. Medley says that “being a part of a team is a big thing for me”, and she includes Goetze Dental as part of that support system. Mike McKim echoes that same philosophy, “During construction, our installation team is in constant communication with the construction team (contractors, plumbers, and electricians) and visits the site on a weekly basis to make sure everything is located exactly where it needs to be.” The ongoing relationship with Goetze Dental is just how the company does business. “With our company, it’s not just about the sale of the equipment,” says Mike, “it’s about investing in our future relationships with our customers. We want to be their dental supplier for their entire careers.”



Left: Pan Area

Right: Sterilization

## FLOORPLAN



## NEW EQUIPMENT LIST

- A-dec 411 Chairs
- A-dec 332 Radius Delivery Systems
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec Cabinet Mount LED Lights
- A-dec 5580.42 12:00 Treatment Consoles
- A-dec 545 Round Work Surfaces with Assistant's Instruments
- A-dec 5543.SB.42 Central Consoles
- Accutron Nitrous Manifold System with Wall Alarm
- Accutron Digital Ultra Flushmount Flowmeter Packages
- Progeny Preva DC Intraoral X-Rays
- PlanmecaProMax S2 Digital Panoramic X-Ray
- Air Techniques Scan-X Digital Intraoral Scanner for Intraoral Imaging
- Midmark M11 Sterilizer
- Sci-Can Statim 2000 Sterilizer
- Coltene/Whaledent UC300R Recessed Ultrasonic Cleaner
- ICW Ceiling Mounted Monitor Mounts
- A-dec/W&H High Speed LED Handpieces
- Air Techniques Polaris Intraoral Cameras
- Eddson Practice Management Software
- XRayVision Imaging Software
- All Computer Workstations and Server

