



It Takes a Village

A perfect partnership helped Kanning Dental in Lawson, Missouri expand in record time

DESIGN TEAM

Interior Designer
Connie Stark

Lead Installation Technician
Mark Mazurkewycz

Installation Technicians
Ray Browning
Dan Blackwell

Equipment Specialist
Mike McKim

Sales Representative
Gary Bowers

**Goetze Dental
Senior Interior Designer**
Inga Paul

The building where Kanning Dental has operated for decades was built by Dr. Larry Kanning to be his dental office and one of the lower level retail spaces was once leased to a florist. To this day, the window boxes still overflow with flowers, and many residents in the small town of Lawson thought the flower shop was still there. But a recent expansion and renovation has left no doubt about the practice's location, and an already successful dental office is now truly thriving.

A prominent new roadside sign with the new name "Kanning Dental" (the practice was formerly LG Kanning DDS) hints at the many changes that have taken place inside the office: there are now seven operatories instead of four; lots of storage space has been added; the reception area is transformed; and that's just the beginning.

"Goetze Dental was instrumental in making this project come to life," says Dr. Nelson Kanning. "My father has had a relationship with Goetze for decades, and we wouldn't work with anyone else on our renovations and upgrades."

EARLY DAYS WITH GOETZE

Dr. Nelson's father Dr. Larry Kanning first opened this practice 41 years ago, caring for patients in Lawson and other rural towns in the area outside Kansas City. He remembers Mike McKim of Goetze Dental stopping by to visit within a couple years of starting his practice, checking on him and asking how he could help.

WRITTEN BY Orlando Content Marketing

DESIGNED BY Ashley Cameron

PHOTOGRAPHY Dawn Boomsma



Dr. Larry



Dr. Nelson



Lobby (left): Dr. Nelson hired local interior designer Connie Stark to help pick out colors and decor. "The patients love it. She did a phenomenal job," he says.

Reception (right): The reception area is part of the older, original building, and updates like artwork and overhead lights have brought new life to it.

"I was having some trouble with my equipment, and I did need help. I knew I could spend myself silly on equipment, so we focused on practical updates that would really benefit my practice. Mike proved to me that he was reliable and trustworthy, and I stayed with him for 25 years until he moved to the Equipment Specialist position at Goetze. Then Gary Bowers became our sales representative, and the relationship continued," explains Dr. Larry.

DR. NELSON'S PATH TO DENTISTRY

As a college student, Nelson Kanning didn't immediately settle on dentistry as his chosen profession. His father had advised him to pursue a business degree, "because understanding business is as important as understanding biology." After completing his undergraduate degree, he spent four years working for his fraternity, Sigma Nu, as a leadership fundraiser. He then returned to his alma mater, William Jewell College, to work in capital fundraising.

He also took classes, prerequisites he would

need to go to dental school, and in 2008 he was accepted at University of Missouri – Kansas City School of Dentistry. Between the time he received his acceptance letter and the beginning of his first semester, he worked for his dad at LG Kanning DDS, an experience he describes as one of the most valuable parts of his training.

"Learning what daily life is like in a dental office is something you can't learn in school. Dental school was great and I met a mentor there who is still a key relationship in my professional life. He got me involved with the American Academy of Cosmetic Dentists, where I'm now fortunate to serve as Board Chair of the Academy's Foundation. After I graduated in 2013, I went to work for my dad full time, and two years later I bought the practice."

Since then, Dr. Nelson hasn't stopped learning. He is constantly taking continuing education courses to expand the range of services he can offer to his patients. "I was late to the game so I have catching up to do with other dentists my age. I push myself to get to the top of the learning curve as fast as I can."



Hallway (left): "I was the project lead on construction, acting as the general contractor and hiring all the subcontractors," says Dr. Larry. "In a small town you may not have a general contractor that has dental experience, and I felt like I was as qualified as anyone to get it done."

This hallway in the picture is part of the new construction.

Operatory (right): The staff appreciates the convenience and space offered by the renovation. "We have tons of storage now that we didn't have before," says office coordinator Jamie McClard.



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Hygiene (left): Three operatories have been converted to hygiene rooms.

KANNING DENTAL EXPANDS

Dr. Nelson’s professional growth mirrors the growth of his practice. As more patients came for dental care, he realized his office couldn’t accommodate them, especially if he was to continue to grow. He turned to Bowers for advice.

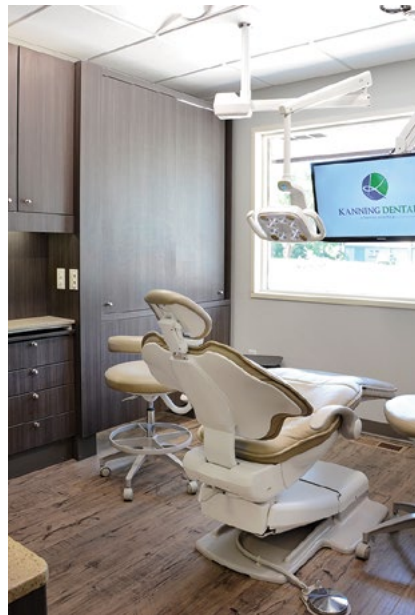
“I guided him to work with our Senior Designer Inga Paul, who would help him develop ideas for expanding and reconfiguring the office. As new ideas came up, Inga modified the plan and made all kinds of adjustments until it was just right. After that process, I went to A-dec with Dr. Nelson and Dr. Larry in August of 2014 so they could try all the equipment and make their choices,” says Bowers .

The Kannings decided on the 511 dental chairs, A-dec’s top of the line. Not only are the chairs very comfortable for patients, they allow for a significantly larger range of motion for dentists and their teams. Over time, ergonomic design makes an enormous difference in the health of

practitioners, and in day-to-day practice, these chairs make it much easier to access the oral cavity.

Kanning Dental was moving from air-driven equipment to electric-powered, as Dr. Nelson had used high-speed electric handpieces in school and wanted to establish it at the practice as well. Goetze advised the Kannings to install two electric motors in each operatory, rather than the standard one. This would make patient visits much more efficient, because the dentists wouldn’t have to change out attachments or move the settings from high-speed and low-speed during procedures.

Dr. Nelson describes his experience at A-dec this way: “The bar is set high by A-dec for any other manufacturer. As a business owner, you see the business and you see that they believe in their vision. They value their staff and take care of their people. They sold me on the company, not just on the product.”



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Operatory (left): Dr. Nelson points out what a great job A-dec has done thinking through how their equipment will be used. “I’m a gadget guy, and I love the gadgets. I love the electrics, and making the most of the efficiencies is ongoing,” he says.

Operatory (right): Dr. Larry uses the west two operatories in the new wing, “and they’re great. It takes an old guy some time to adapt, but after a year and a half I have. I like the evenness and control of the air and water on the hand pieces,” says Dr. Larry.

Consultation room (left):

Patients comment frequently on how they love the expansion and updates. With Dr. Nelson's leadership, it looks new and modern. The office staff says that Dr. Larry also kept the practice looking and feeling contemporary as well.

Sterilization room (right):

Dr. Nelson wanted the updates to be modern yet economical. "I wanted it to exceed their expectations without being so lavish so they would resent the fees," he explains.



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says Dr. Nelson.

Once the equipment was selected, Dr. Larry took on the role of project manager, and father and son collaborated with contractors and the Goetze team to expand the office.

"My dad is a farmer at heart. He likes to do things himself, and he wants everything customized. So we handled a lot of the demolition, painting, some electrical and some plumbing ourselves. We started in September of 2015, and by December we were ready to have the equipment installed. All told, we only had to close the office for ten days over the holidays, and we reopened in January with a brand new office," says Dr. Nelson.

THE PRACTICE REOPENS

The entire Kanning team is thrilled with the results of the expansion as well as Dr. Nelson's leadership at the practice. Dr. Nelson's work in leadership development with Sigma Nu shaped his approach to dentistry and management, and his staff describes the team spirit he has fostered.

"I've been here for 35 years," says insurance coordinator Kathy Smith. "Dr. Nelson includes us in everything and instructs us to pitch in and help each other out when we have down time. If a hygienist is finishing up with a patient, and her next patient has arrived, one of us will prep that next patient so they are all set when their hygienist is ready for them. As for the renovation, the patients love it. Dr. Larry also kept the office clean and up to date, and our patients are seeing that tradition continue."

"Dr. Nelson has created an amazing office culture. This is the strongest our team has ever been. I've been here for ten years, and I've never before

worked in a setting where everyone truly got along and genuinely cared about each other," echoes office coordinator Jamie McClard. "And the expansion has been wonderful for our patients. They come in the door and there's that 'wow factor' there."

Dr. Larry attributes the positive changes at Kanning Dental to two things: "Nelson has really pursued excellence. He's a continuing education junkie, and I mean that in a good way. He comes back from learning new things and finds ways to incorporate them in the practice. I would tend to think that's not going to work in a small town but that never stops Nelson. I'm proud of him for that."

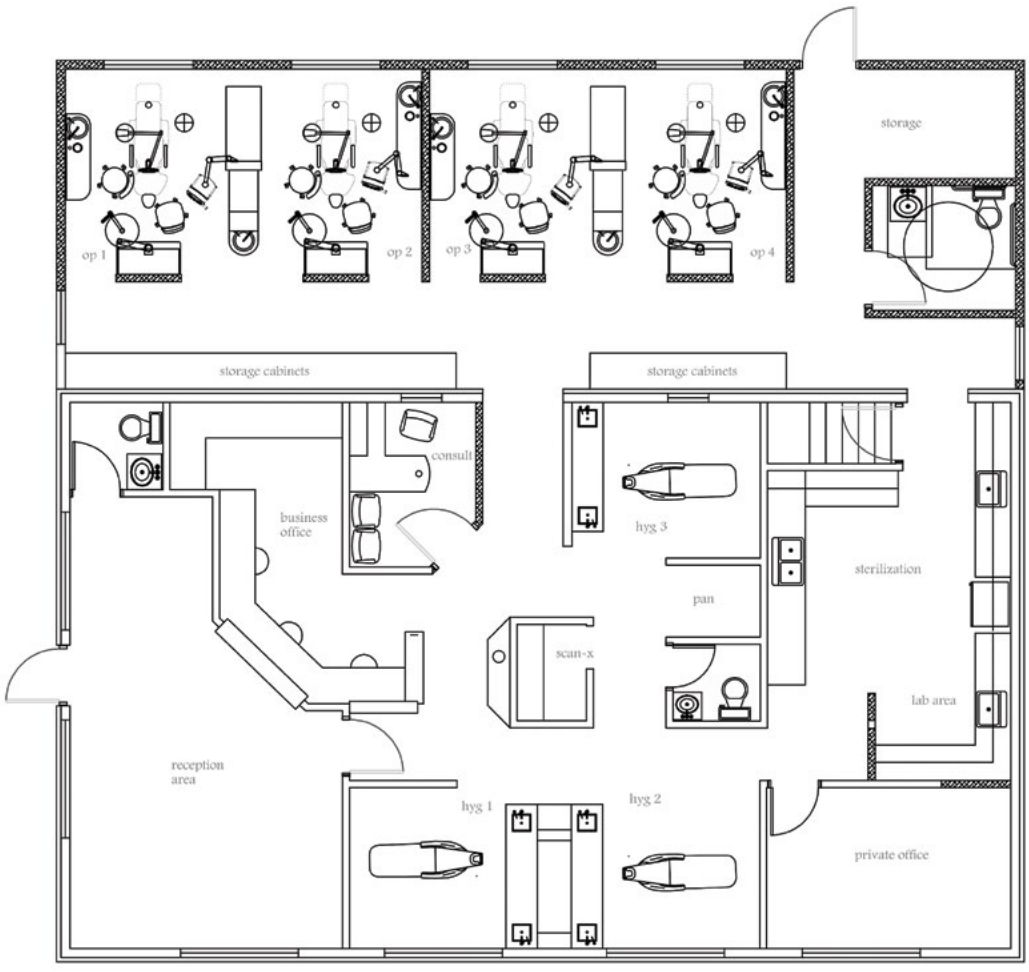
THE GOETZE WAY

"Throughout the years," says Dr. Larry, "the relationship with Goetze has been great. The service has been super, and Mike and Gary have always thought one step ahead on our needs and found solutions for problems. When I call, I get action very quickly."

The father and son team are united in their view of Goetze Dental, which has established a reputation for stellar customer service over 132 years. Over 40 of those years, Kanning Dental and Goetze Dental have developed a collaborative, trusting relationship that reflects the Goetze Way.

"We have one reason for being here, and that's our customers," says McKim. "That's what gets lost with the national companies. They feel like they have an endless pool of customers around the country so if a relationship doesn't go well, they can move on to the next. We only work in our region, and we know we are nothing without our private practice customers."

FLOORPLAN



NEW EQUIPMENT LIST

- A-dec 5543.TB.49 Preference Collection Central Consoles
- A-dec 5580.42 Preference Collection Rear Treatment Consoles
- A-dec 545 Round Work Surface with Assistant's Instrumentation and Chair Touchpad
- A-dec 5531.58 Preference Collection Accessory Sink Consoles
- A-dec 5531.72 Preference Collection Accessory Sink Consoles
- A-dec 511 Dental Chairs
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 542 Side Mounted Doctor's Delivery Units with Dual EA-53 Electric Motors, LED Ultrasonic Scaler, and 6-pin Fiber Optics
- A-dec 576L Ceiling Mounted LED Operating Lights
- A-dec Dual ICV Control Panels for Automatic Vacuum Line Cleaning
- ICW Sliding Monitor Mounts for Rear Treatment Consoles
- ICW Ceiling Mounted Patient Monitor Mounts
- Accutron Digital Ultra Flushmount Nitrous Flowmeters
- Aribex Nomad Pro II Handheld X-Ray
- A-dec W&H Assorted High and Low Speed Handpiece Attachments
- Danville Prep-Air Handheld Air Abrasion Unit



Artwork on display is from art students at Lawson High School. Special thank you to their art teacher, Lauren Heller, for providing these pieces.



Artwork on the reception area walls is provided by Lawson High School - the local high school. Art teacher, Lauren Heller, changes out the art throughout the year to display different student's artwork and provide the office with fresh pieces. The partnership was formed by Dr. Nelson's wife, Amy, who was helping find artwork for the practice. She thought it would be another great way for the practice to be part of and give back to their community.