



Out of Downtown and Into the Great Wide Open

DESIGN TEAM

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**Goetze Dental
Senior Interior Designer**
Inga Paul

Interior Designer
Tracy Wellen Interiors
Tracy Wellen

Contractor
Bernie Steffel
Steffel & Sons Construction, Inc.

Architect
Michelle Braddock, AIA

When Dr. Roy Reinerman's partner of 20+ years retired in 2013, Dr. Reinerman decided it was time to take a good, hard look at the future of their shared practice, Plaza Dental Care, LLC. One of his biggest concerns was the physical space of the office. Comprised of seven operatories and located in downtown Highland, IL, the space was adequate, but not ideal. Although Dr. Reinerman was given the opportunity to purchase the building that housed the practice outright he was reluctant to do so.

"My former partner owned the entire building, which included a few businesses besides our dental practice. I had no interest in becoming a landlord and the more I thought about it, the more I realized the space wasn't right for our future operations. We had one year left on our lease, so it was time to start thinking about what we were going to do."

Dr. Reinerman realized his options were to keep things as they were, renovate and remodel, or relocate. After over a year of soul-searching and the addition of a new partner, Dr. Brett Spalding, Reinerman and Spalding made the decision to build a new office and turned to Goetze Dental for help getting started.

WRITTEN BY Orlando Content Marketing

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PHOTOGRAPHY Dawn Boomsma



Consultation room:
The perfect place to share treatment plans.



Top (left to right):
The front desk and reception areas are light, bright and inviting.

RECOGNIZING NEEDS

Goetze Dental had been a supplier to Plaza Dental Care for several years and it was during a conversation with their sales representative, Erik Wendel, that Dr. Reinerman realized a new office was the best option.

"It was dated. We had probably re-done the interior in the 1990's. Some of our equipment didn't work well, or at all. While it would have been possible to undertake a renovation project to correct all of this, we had a bigger problem in the form of parking," Reinerman says.

Since the dental office was in a building occupied by multiple tenants, parking was shared, and even if it had been theirs alone, it wasn't adequate.

"The parking problem wasn't going to go away, no matter what we did to the actual office space, but I think ultimately the decision to build new came down to my not wanting to end my dental career someday saying 'What if we had built a new office?' or 'I sure wish we had!'" says Reinerman.

Dr. Reinerman was soon put in touch with Bart Miller, an Equipment Specialist for Goetze Dental. Miller has been with Goetze Dental for 17 years and brought a wealth of experience to the project.

"TIME WELL SPENT"

"Bart is way more than an Equipment Specialist. He is a financial advisor, a design consultant, a project manager, and sometimes acted as a counselor for me. He was absolutely instrumental to the entire project," says Reinerman.

"Making the decision to build a new office when you already have an established space isn't easy and we respected the challenge that Drs. Reinerman and Spalding faced. There were a lot of questions; a lot of unknowns; a lot of what ifs and I saw it as my job to try to answer as many of those questions as possible so they could fully commit to the project with absolutely no worries or regrets," Miller explains.

Miller spent over a year with the dentists going over the numbers and imagining the possibilities before Reinerman and Spalding were ready to proceed with the project.



Hygiene Hallway (left): The soft colors throughout the office are calming and serene.

Operator (right): New A-dec equipment dresses each operator and hygiene room.



“Melissa Reinarman helped drive this project. She bridged the gap between the needs of the office staff, the needs of the dentists, and the needs of the patients so that the facility works for everyone at Plaza Dental Care,” explains Miller.

Left: Waiting room and beverage station.

“Roy and Brett had a lot of justified concerns about their ability to make these changes and actually come out ahead from a business standpoint. We looked at data such as new patients per month as an indicator of their expansion needs and we took our time. Our philosophy at Goetze Dental is that this is the client’s business, not ours. They need to be 100% committed and comfortable with an idea before we proceed.”

The year of planning was time well spent, in Miller’s opinion. He was able to really get to know the dentists and their staff, establishing a deep level of trust in the business relationship, which paid off as the construction project launched.

“We weren’t just working with Roy and Brett.

Their spouses, Melissa and Lindsey, were very involved. Then we brought in Senior Interior Designer Inga Paul from Goetze Dental, architect Michelle Braddock, and Bernie Steffel of Steffel & Sons Construction. It was a big team and we all got along really well together. I attribute that to the groundwork we laid during that planning time,” notes Miller.

Working with this team, Miller was able to help create a project budget, the office design, and assisted with land identification and acquisition. The practice was designed collaboratively between the two dental partners, their spouses, the team from Goetze Dental, Braddock, and Steffel.

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THE PLANNING PROCESS

During the budget planning process, Dr. Reinarman needed solid evidence that a new build would work and that they could afford it without changing their fee structure.



Dr. Spalding, Dr. Reinarman and the Plaza Dental Care team.

“I did not want to raise our fees if we could avoid it. Brett and I absolutely did not want our patients to feel like they were financing the new office. Goetze Dental was really helpful during this planning stage. They were never pushy but helped steer us in the right direction to get the answers

we needed to make the decisions that needed to be made. I would not be having this conversation right now without their help,” Reinarman remarks.

Miller used very conservative estimates to help guide spending patterns and help the dentists understand what they should spend for maximum benefit. He was able to help determine the costs per square foot for land, running the practice, build out, and equipment. He then analyzed how it all came together in different amortization schedules. Capital asset acquisition was managed to maximize tax benefits year over year.

“Different equipment specialists use different techniques to manage the client relationship and keep the trust strong. I like to use financial planning elements as a technique. I think they are one of the most important and practical tools in any expansion scenario and they lend support to any approach,” Miller notes.

Right: The employee lounge offers plenty of space for the staff to gather and eat or relax; plus belongings can be stored in the convenient cubbies.

Bottom: A creative and enchanting play area keeps kids occupied.



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Reinarman says.

If budgeting is the yin of planning for a new dental office, design is the yang. Workflow, productivity and the dental nature of the office are important in the design stage.

"A dental office isn't like any other kind of office space. Plumbing, labs, and sterilization areas must be planned down to the last detail for efficient operations. Some space needs are simply non-negotiable, like operatories. This is the bread and butter of the business. Those rooms must be done right," says Paul.

"The doctors and their spouses visited A-dec with their Goetze Dental Team and A-dec representative Bill McAfoos. At A-dec, they learned more about the brand and its' offerings which helped them determine their choices in chairs, cabinetry, and lighting."

"IT'S BEEN A DREAM COME TRUE"

In total, the build took just seven months to complete from groundbreaking in November 2015 to serving the first patients in June 2016 and Reinarman couldn't be happier with the end result.

"Our old office was never really designed to be a dental office. So we didn't have the infrastructure in place that we needed to really operate effectively. It's like night and day now. Every operatory is set up exactly the same and everything works!" says Reinarman.

The new facility has seven operatories, which is the same number as the old location. However, there's space to convert several offices into operatories down the road when the need arises.

"We have growth potential here and we did not have that at all in the old location. One of my favorite parts of the new facility is the view. We have huge windows that overlook a picturesque field. Our views used to be a parking lot or a wall. We have been able to bring our office closer to the great outdoors, which staff and patients appreciate," Reinarman says.

In addition to the huge windows that usher in plenty of natural light, the clinic added a playroom just for kids...and hired local muralist Susan Greene with Paint Imagery to paint it to look like a log cabin.

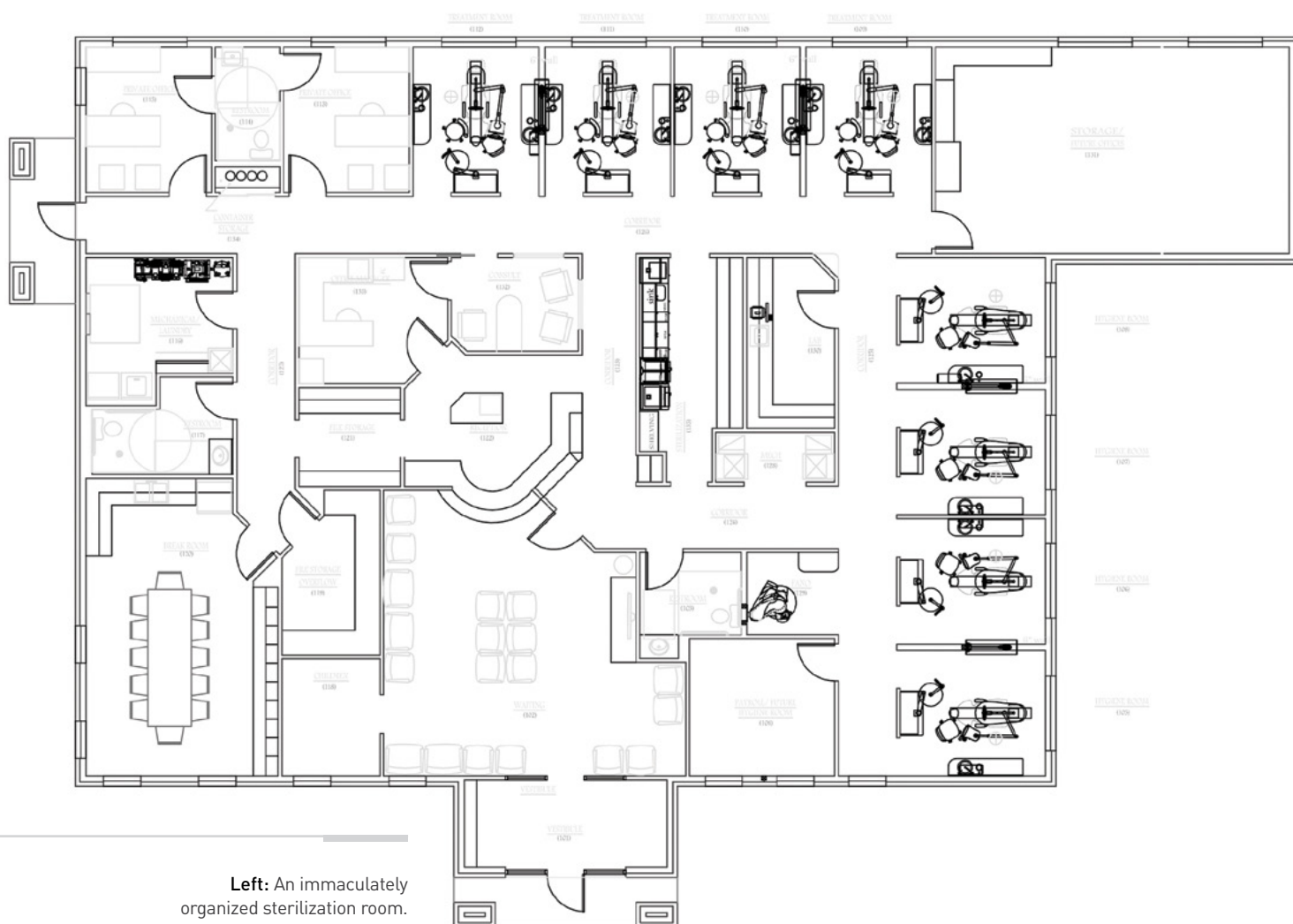
"It's great. It's a really fun place for kids to hang out. Overall, I think we've struck a good balance of achieving a natural look without being too over-the-top rustic. I like to say that it's got a rustic-spa feel. Melissa was instrumental in the whole process. She was in on every design and architectural meeting, picking flooring, paint, seating....everything. It's beautiful," says Reinarman.

"I was in the old office for 23 or 24 years. Although I hated to leave downtown and such an established area, now we're near the middle school and high school and there's a new hospital nearby. We're in the newer part of town that's growing, and we're excited to be part of that growth. We're enjoying the wide open space!"

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FLOORPLAN



Left: An immaculately organized sterilization room.

Right: The pan room is home to a Planmeca ProMax 2D S3.

NEW EQUIPMENT LIST



A-dec 5580 12 O'Clock Treatment Console with 545 assistant instrumentation

A-dec 5531 Accessory Consoles

A-dec 5730 Dispensing Units

A-dec 577 LED Track Mount Lights

A-dec 511 Dental Chairs

A-dec 532 Radius Traditional Delivery Systems

A-dec 586 Ceiling Monitor Mounts

A-dec 5590 Preference ICC Sterilization Center

A-dec 5732 X-ray Storage Insert

A-dec 521 Doctor Stools

Accutron Manifold with Wall Arm

Acteon Sopro 617 Camera

Kavo Quattrocare Plus Handpiece Maintenance System

Practicon Gleco Trap System

Preva DC Intraoral X-ray