



Follow the Signs

New signs and a new design fuel growth for Liberty, MO orthodontist Dr. John Dorsch

DESIGN TEAM

Senior Equipment Specialist
Mike McKim

Sales Representative
Chris Elliott

Senior Interior Designer
Inga Paul

Lead Installation Technician
Mark Mazurkewycz

Installation Technician
Ray Browning
Dan Blackwell
Craig Sublett

Contractor
Fielding Staton
Heritage Exteriors, LLC

Dr. John Dorsch started his Creekwood Orthodontics practice in 1988 and, over time, his practice grew to three locations. For over two decades, he worked with Goetze Dental. He enjoyed a good relationship with his sales representative, Chris Elliott, and equipment specialist, Mike McKim, and was impressed with Goetze's customer service and product quality.

One of Dr. Dorsch's Creekwood Orthodontics locations had been in an office building near Liberty High School for over 20 years. In 2015, Dr. Dorsch decided to purchase the building. He immediately began thinking about and planning for renovations - both to the common spaces and to his Creekwood Orthodontics office.

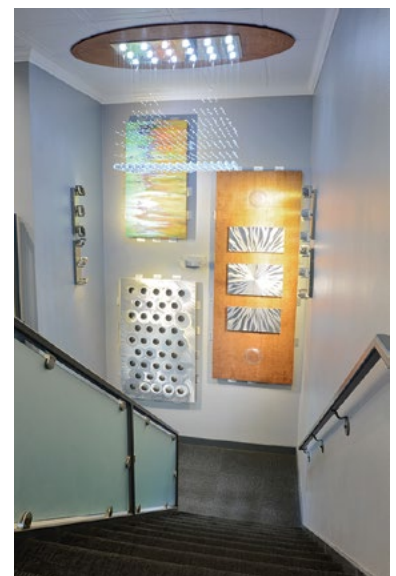
A GROWING RELATIONSHIP

Even so, when the time came to update the equipment at one of his other locations, he went with another company because their bid had come in lower than Goetze Dental's bid. All too soon, he learned that the lower bid was not accurate, and that the two bids were almost exactly the same in price once corrections were made. Pricing aside, there were significant differences in the level of customer service Dr. Dorsch received from the other company as compared to what he was accustomed to at Goetze. Many mistakes were made from the start, from the incorrect bid to the ordering and installation process. That was when Dr. Dorsch realized just how much Goetze's value went beyond the numbers.

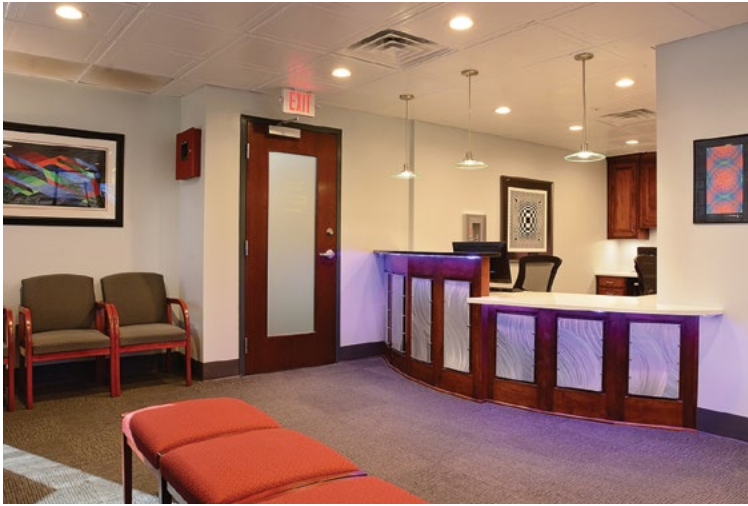
WRITTEN BY Orlando Content Marketing

DESIGNED BY Ashley Cameron

PHOTOGRAPHY Dawn Boomsma



Dr. Dorsch owns a curated collection of original modern artwork which is on display throughout the building.



Above: The waiting room provides ample seating as families frequently come together for appointments. Children are drawn to the orange benches.

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explains Elliott.

“I give Chris a lot of credit for sticking with me and being a loyal vendor, even when I didn’t choose Goetze to provide equipment for my other office. He earned my trust,” says Dr. Dorsch.

“His decision to go with the other vendor didn’t affect our business relationship too much. Yes, we were disappointed not to get the project at the time, but it became clear very early on that Dr. Dorsch regretted his decision and valued Goetze Dental as a partner. In the end, I think it strengthened our relationship because he knew he could count on us,” Elliott explains.

When the time came for the Liberty office remodel, Dr. Dorsch didn’t hesitate to call Elliott. Elliott had been in contact with Dr. Dorsch throughout the other office remodel, and was well aware of the struggles Dr. Dorsch had faced throughout that remodel.

MOVING QUICKLY

Once Dr. Dorsch made the decision to go ahead with the remodel it was full speed ahead.

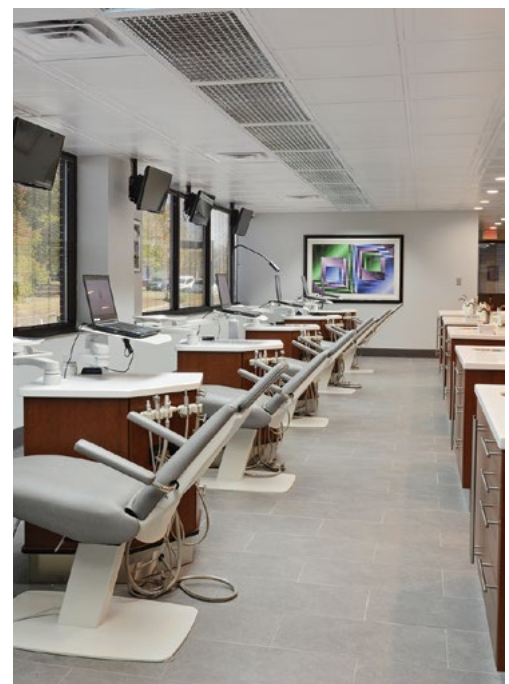
“He set a very aggressive timeline. The building purchase was finalized on December 31, 2015 and he wanted to be up and running in a few short months. That’s a challenging time of year to get projects pushed through because everyone else is trying to do the same thing. Businesses can take advantage of year-end purchases for tax benefits so it gets very busy for manufacturers to keep up with demand in between all the holiday closures,” explains Elliott.

Goetze Equipment Specialist Mike McKim was an integral part of realizing the results in a short time.

“I got involved with this project in the summer 2015, before the building was purchased. Because Dr. Dorsch had recently remodeled his Cameron, MO office, we were able to look at it and see what worked and what didn’t. We actually helped him make some adjustments in Cameron so the functionality would suit him better, and based on that experience, I knew exactly what he wanted in his Liberty office,” says McKim.

Goetze Dental was able to get the equipment ordered and installed by February 1, 2016, and Creekwood Orthodontics reopened on March 1, 2016.

The Creekwood Orthodontics project was enormous. It consisted of completely gutting and remodeling both Dr. Dorsch’s orthodontic practice and the common areas of the building which also included men’s and women’s restrooms.



The treatment area features an open plan so Dr. Dorsch and his staff can easily and quickly move between patients.



DESIGNING FOR FLEXIBILITY

"Dr. Dorsch was heavily involved from start to finish. He had very strong ideas about how the office should look and function," notes Elliott.

Flexibility was a driving factor in the design. Dr. Dorsch worked with Goetze's senior interior designer Inga Paul to develop the initial layout, and then customized it to his liking. There is no division between workstations and the entire office is filled with ample seating for patients and their families.

"Parents will bring one child in for an appointment, but they'll frequently have other children with them. We needed enough seating for everyone. We added benches to expand the number of seats we can offer, and kids are happy to sit on them," says Dr. Dorsch.



The operatories are all in a communal space that allows Dr. Dorsch to move from station to station with ease. While many practices feature dividers or walls between operatories, Dr. Dorsch has found that not only does he prefer the open plan, his patients enjoy it as well. Each of the six stations is fully outfitted with a Royal OR2 Patient Chair, a Midmark Ortho Cabinet, an ICW Cabinet Mounted Laptop Tray, an ICW Cabinet Mounted Monitor Mount, a Midmark ProCenter Duo Delivery Unit for Ortho Cabinets, a Kavo 460LED Handpiece Coupler and a Midmark Rear Sink Cabinet.

When private consultations are needed, Dr. Dorsch meets with families in the Consult Room. In that space, there are visitors' chairs, a Royal OR2 Patient Chair like the ones in the operatory space, and a flat screen monitor. The monitor is used to show patients and their parents CT scans. Three-dimensional CT

While the operatory area (above) is open, patients who need to meet privately with Dr. Dorsch can do so in his consult room (top right and far right), which is equipped with a Royal OR2 Patient Chair and flat screen monitor.

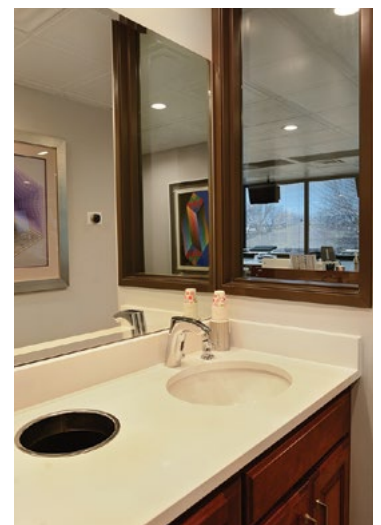
technology can provide a quicker full scan of the head than traditional two-dimensional imaging. CT scans provide orthodontists a detailed view of the hard and soft tissue of the craniofacial structures from several perspectives and are a key diagnostic tool. Dr. Dorsch is committed to providing the best patient care possible and feels it is important to have the latest technology in his practices in order to do so.

THOUGHTFUL DECISION MAKING

One of the hallmarks of Dr. Dorsch's personality is thoughtfulness, and he considers every aspect of how a decision will play out. This benefitted the outcome of his office remodel tremendously.

For example, tooth brushing stations are set separate from the restrooms so the bathroom isn't held up when patients just need to brush their teeth.

Another thoughtful gesture appears in the form of a large, logo-covered backdrop on the wall where patients take selfies when they've completed their



The tooth brushing station is one of Dr. Dorsch's many creative ideas for making the best use of space. Because of the station, the bathrooms are freed up.

Right: These pieces were collected by Dr. Dorsch. He maintains a lifelong passion for modern art.



treatment. They flash their new smiles, snap a photo, and post it to social media.

"A lot of my patients learn about me because they have seen one of these selfies on social media. They see my name on the backdrop and know that their friend had their orthodontic work done here," explains Dr. Dorsch.

DESIGN IS IN THE DETAILS

Dr. Dorsch is also a design aficionado, and his trademark modern style is evident throughout the building. A sleek black, glass, and marble design scheme defines the bathroom décor, and original modern works of art adorn the walls not only in office but in the stairwells.

Dr. Dorsch's beautiful private office is immaculately designed, but doesn't get a great deal of use because he spends time with every single patient who walks in the door.



Dr. Dorsch's beautiful private office

He rarely has time to step away, but when he does, he is surrounded by a collection of things he loves, like modern paintings and a Ham radio. Dr. Dorsch is a Ham radio enthusiast and on weekends can be found under the handle KDØRSC.

From the open bay and consult room to his private office and even the bathrooms, Dr. Dorsch is equipped for a continually growing practice.

"Dr. Dorsch and I hit it off immediately and had a great working relationship throughout the project. It shows in the results. I appreciate that he's particular about the way he wants things, because he gives such clear direction. I can say with confidence that the outcome in his Liberty office is exactly what Dr. Dorsch wanted," says McKim.





Far left: The pan room also includes a logo wall where patients who have completed their treatment flash those pearly whites for selfies.

Left: The Sterilization Bay is conveniently located in the open treatment area.

ABOUT THOSE NEW SIGNS

The fact that Dr. Dorsch hadn't previously owned the building had limited his exterior signage options in the past, but now he was free to amplify his practice. Despite having been located in the same spot for 25 years, few people knew Dr. Dorsch practiced there. But in early 2016, large new signs reading "Dr. John A. Dorsch, Orthodontist" went up. Dr. Dorsch explains his logic for using his name instead of "Creekwood Orthodontics" on the signs:

"I felt uncomfortable about it at first, because signs like this have the potential to come off as a narcissistic. But in my line of work, referrals are important. People don't refer to Creekwood Orthodontics, they refer to me. It needs to be easy to connect my name and my place of work. The wording on the signage was an important marketing decision."

The signage dramatically improved Dr. Dorsch's visibility. He has since gone from three new consults per month to 36.

"A teacher at the high school called my office because she was looking for an orthodontist and had recently seen my sign. When I told her I had been there for 25 years, she couldn't believe it," he says.

Dr. Dorsch's Creekwood Orthodontics Liberty office is next to the Liberty High School parking lot. Like most large high schools, parking spaces are in high demand. Dr. Dorsch donated a few parking spots to the high school's Blue Jay Nations Club Fund. The club used the spots to raise funds for school programs. Signs were placed in front of the parking spots to acknowledge his donation and provide him with even greater name recognition.

Now, nobody wonders where Creekwood Orthodontics' Liberty Office is. All they have to do is follow the signs.

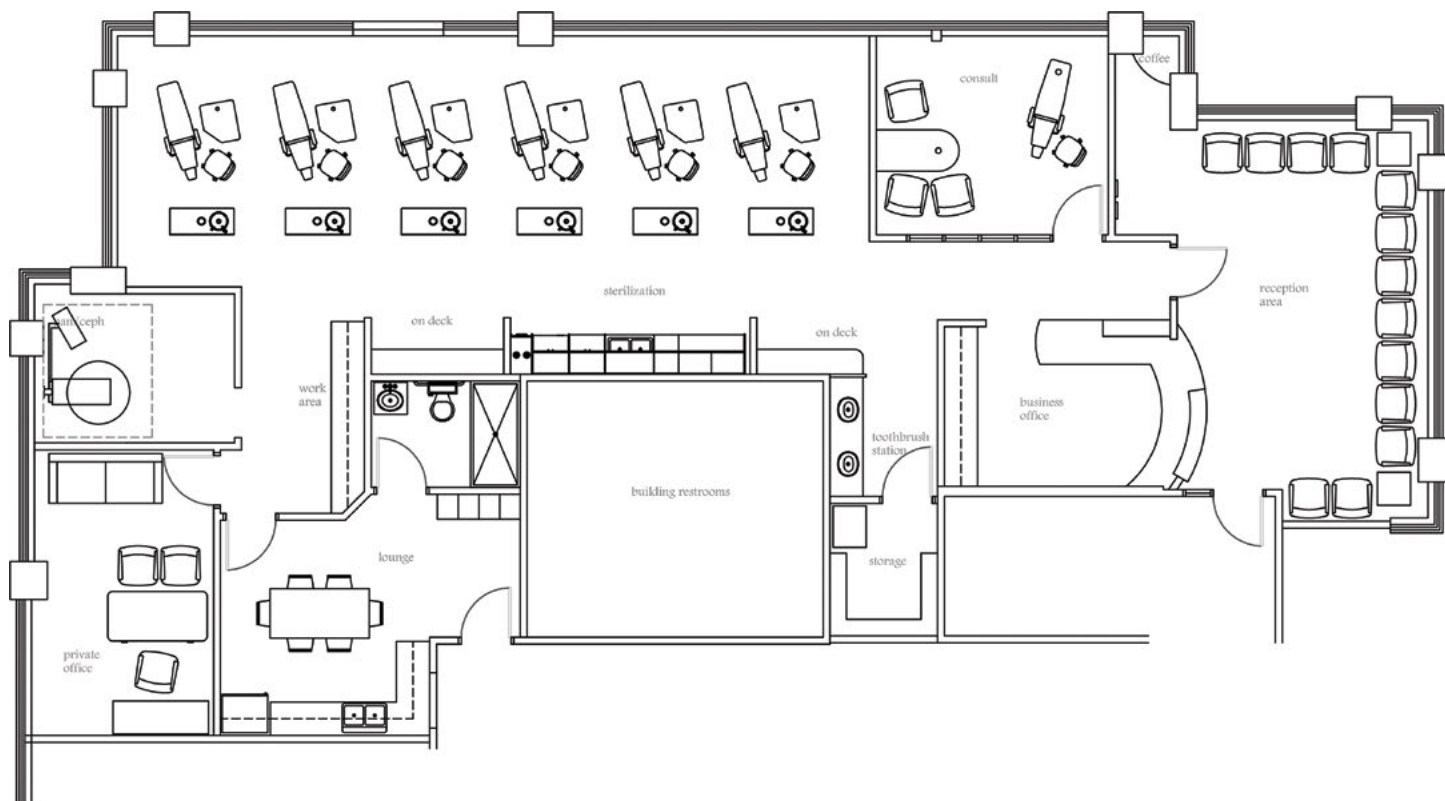
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Far left: In keeping with the modern theme throughout the office, Dr. Dorsch installed a framed tile wall designed by artist M.C. Escher.

Left: The coffee bar is a favorite for Dr. Dorsch's staff.

FLOORPLAN



NEW EQUIPMENT LIST

Royal OR2 Patient Chairs
 Midmark Ortho Cabinets
 ICW Cabinet Mounted Laptop Trays
 ICW Cabinet Mounted Monitor Mounts
 Midmark ProCenter Duo Delivery Units for Ortho Cabinets
 Kavo 460LED Handpiece Couplers
 Midmark Rear Sink Cabinets
 Welch Allyn LED Exam Lights

Midmark 14.5 foot Integra Sterilization Center
 Air Techniques AirStar 50 Oil-less Compressor
 Air Techniques VacStar 50H Twin Vacuum Pump with Hydromiser Water Recycler
 Air Techniques Remote Control Panel for Vacuum and Compressor
 Sci-Can Statim 5000 Cassette Sterilizer

Dentronix Rapid Heat Transfer Sterilizer
 Whaledent Recessed Ultrasonic Cleaner
 Olsen Disposable Plaster Trap Kit
 Dentsply Midwest Automate Handpiece Maintenance System



Dr. Dorsch's office is a home away from home for his team. Outfitted with a full kitchen, lockers, and a coffee bar, they have everything they need throughout the day.