



Family Is First At Altoona Pediatric Dental

DESIGN TEAM

Equipment Specialist
Ryan Siler

Sales Representative
Justin Noethe

Senior Interior Designer
Inga Paul

Design Build Contractor
Downing

Lead Installation Technician
Curtis Geist

Installation Technicians
Mark Mazurkewycz
Ray Browning
Marc Hohenfeldt

Many dental practices lay claim to the “family-friendly” mantle, but few could be more family-focused than Altoona Pediatric Dental in Altoona, Iowa. The wife-and-husband team of Jenifer and Pat Wolfe has been practicing together and growing their own family together for over ten years. So much has happened in the past decade: now they have five children and are welcoming patients and their families to their brand new dental office.

The move to a new facility was prompted by the age-old question of what to do when the lease expired on their previous clinic. Having thought it through at length, the Wolfes decided the time was right to purchase land and build their own clinic from the ground up.

One of their first calls was to Goetze Dental.

A LONG TIME IN THE MAKING

The Wolfes had an established relationship with Goetze Dental, having purchased equipment and cabinetry from Goetze for their previous office. At the time, the dentists were hoping to expand someday and purchased equipment that they knew would last. In 2013, that “someday” came. The process started with a trip to A-dec with Goetze Sales Representative Justin Noethe and Equipment Specialist Ryan Siler.

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Lobby area

The lobby interiors are an on-trend blend of rustic and modern. Natural wood elements intersect with simple, elegant lighting, contemporary seating, and a quiet color scheme.

The Wolfes attended a day-long presentation on the tax benefits of investing in your existing dental business. What they heard made a lot of sense to them and while there, they decided to tour the A-dec facility and try out the equipment on-site. Having purchased A-dec equipment in the past, the Wolfes felt confident about A-dec quality, knew what to expect, and took copious notes about the equipment for later reference.

The plan was to add a few select pieces of equipment before the building project got started, incorporate as much of their existing equipment as possible into the new clinic, and supplement what was missing with new equipment. This would both save on costs and by purchasing equipment before the building project was begun, provide tax benefits as well.

Once the decision was made, the Wolfes interviewed three general contractors and ultimately chose Downing Construction for the project.

CRAFTING A DESIGN

The Wolfes were no strangers to setting up a new dental clinic. They had gone through a similar process ten years prior. They knew what to expect and, even better, they knew what they wanted. They were keenly aware of what their current facility lacked and how they wanted to remedy that. Dr. Pat Wolfe worked very closely with Senior Interior Designer Inga Paul from Goetze and Contractor Joe Butler from Downing Construction to design the layout of the new building. This deep involvement and decisiveness on Pat's part helped the design process proceed rapidly and smoothly.

Altoona Pediatric Dental primarily sees children and adolescents but Dr. Pat Wolfe does treat adults as well. There was a clear desire to have separate work areas for each dentist as well as centrally located common areas. The end result is an T-shaped clinic. Dr. Jen has a wing with five operatories, Dr. Pat has a wing with the same number of operatories, and they are joined by Hygiene in the center along with their busiest area, a large open pedo bay housing 4 work areas. The pedo bay is located adjacent to Hygiene and even has a pass-through in the wall. Staff can simply pass dirty equipment right through the wall to be cleaned. This eliminates the task of carrying dirty equipment through the clinic to reach Hygiene and provides a neater, cleaner pedo environment. A basement holds the storage area, break room, and office space. The layout promotes maximum efficiency, no matter which areas the dentists are working in at the time.

Altoona Pediatric Dental has fourteen chairs, up from seven at their previous location: six operatories, four hygiene stations, and four pediatric bays. The space is enough to meet their current needs and accommodate future growth.



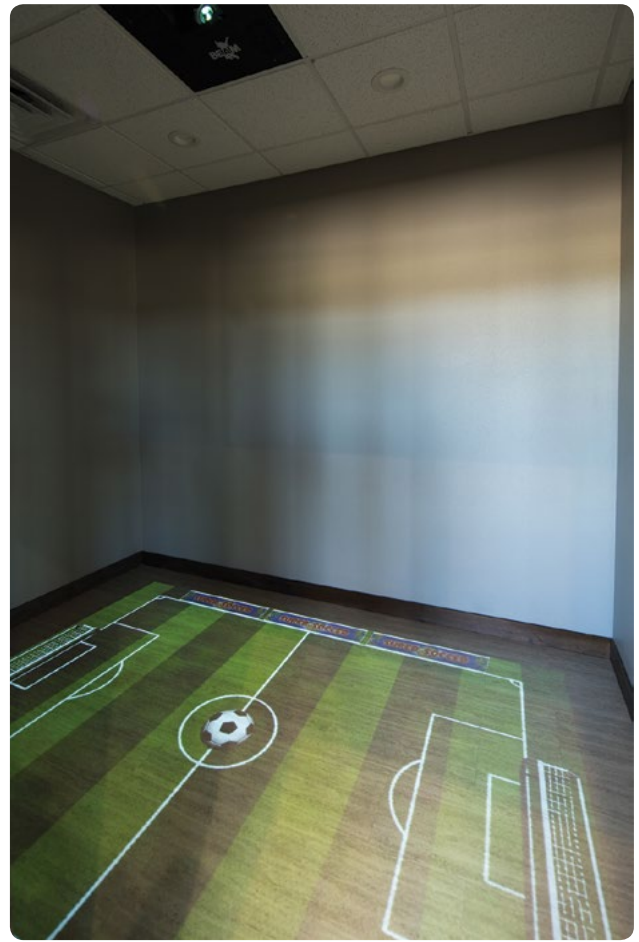
Pedo Bay

Conjoining the two wings, this open pedo bay features four work areas. A favorite feature for the doctors is that the pedo bay is located adjacent to Hygiene. A pass-through opening in the wall is useful for handing off instruments.



Operatory

Beautiful light from a picture-perfect window floods this operatory, which is outfitted with an A-dec 511 Patient Chair and A-dec 576 Ceiling Mount LED Light.



Game room

An interactive virtual gaming room keeps children occupied as they wait for an appointment and can be enjoyed by patients' siblings.

CREATING A FAMILY-FRIENDLY ENVIRONMENT

As a primarily pediatric dental provider, the team put a lot of effort into designing a clinic that caters to families with young children.

"I love working with kids and their families. I worked with adults for two years early on in my career. I met so many people who had bad experiences with the dentist as children and it just fed into their anxiety about dental work, even as adults. I want to make sure that doesn't happen to the next generation. My goal is to grow kids into adults who look forward to and enjoy going to the dentist," explained Dr. Jen Wolfe.

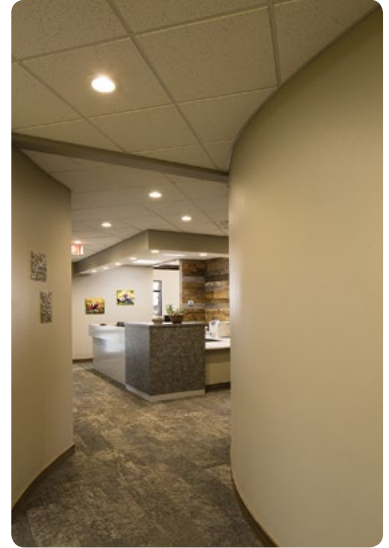
Part of easing that anxiety is creating a welcoming environment for youngsters. The new Altoona Pediatric Dental office boasts a game room and active play area

where younger kids can run around and burn off some energy. Older kids can take advantage of electronic game stations. All ages enjoy the reading and television nook. Iowa Public TV donated the nook, a television set, and Iowa Public Television shows that can be played for kids. Parents take advantage of the electronic check-in stations, which expedites the check-in process.

The treatment areas prove that kids were at the top of everyone's minds too.

The open bay pediatric area has four multi-position benches that are separated by glass partitions. Dr. Jen likes to use this area to see families all at once whenever possible. It minimizes visit time, eases anxiety, and





Exterior - The T-shaped clinic is reminiscent of Arts & Crafts architecture. Ample windows allow a healthy dose of natural light inside, and clearly designated walking paths make wayfinding easy.

Hallway - Bold, modern architecture in the hallway leads to the check-out area.

Check-out - In keeping with the modern rustic design style seen throughout the office, the check-out area features rough wood panels and a farmhouse door.



allows Mom or Dad to be present for the duration of their child’s visit. Kids love the benches because they are kid-sized and less intimidating than dental chairs.

Altoona Pediatric Dental has an open door policy as far as parents are concerned. Parents are always welcome to be in the room during their children’s treatment and the Wolfe’s made sure to include visitor seating in every operatory for just that purpose.

Dr. Jen explained, “Parents can be very helpful in getting kids through procedures. We wanted to make it comfortable for parents to be in the room with their child so there was a lot of planning that went into sizing the rooms just right and making sure we have enough visitor seating to accommodate parents and sometimes siblings.”

Private office space allows Dr. Pat and Dr. Jen to meet with parents or families in a quiet, comfortable area to discuss treatment plans.

The doors officially opened in August 2016. Dr. Jen specifically wanted to avoid making the transition during their summer busy season. Thanks to careful planning and coordination between Goetze, Altoona Pediatric Dental staff, and Downing Construction, the new office opened right on time with no downtime due to transitioning over to the new office!

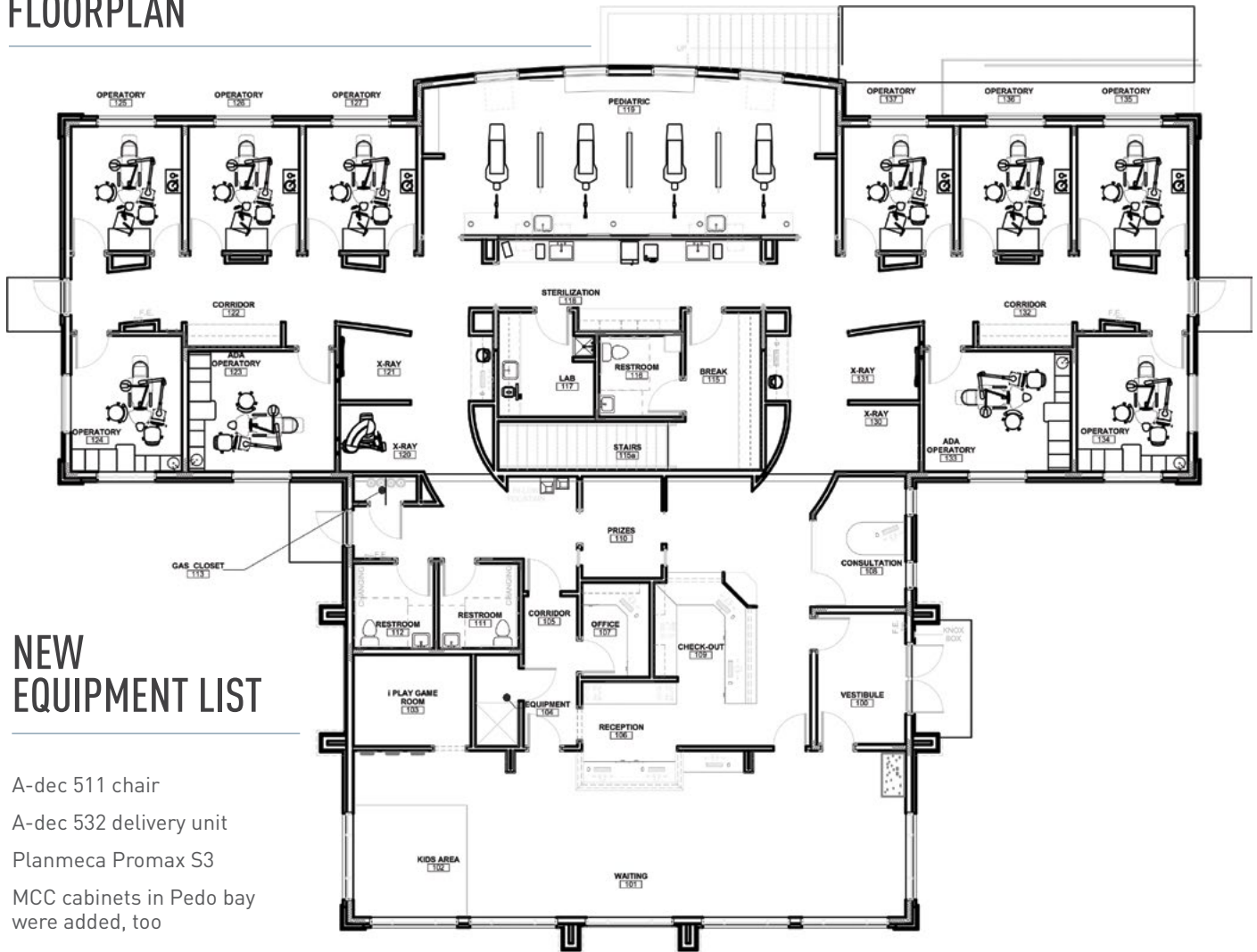
PATIENTS LOVE IT

After nearly a year in the new space, feedback has been overwhelmingly positive from patients and families.

“We see entire families for years, so there was a lot of excitement surrounding this change. Families loved seeing the process of it from start to finish and are thoroughly wowed by the new space. We are always getting compliments on the look and feel of the space as well as the technology enhancements. Everyone loves it and we couldn’t be happier,” said Dr. Jen.

Altoona Pediatric Dental is located at 125 38th Ave NE, Altoona, IA 50009. Visit the clinic online at <https://altoonapediatricdental.net>.

FLOORPLAN



NEW EQUIPMENT LIST

- A-dec 511 chair
- A-dec 532 delivery unit
- Planmeca Promax S3
- MCC cabinets in Pedo bay were added, too



Rafting the White Salmon - During the family's trip to A-dec headquarters in Oregon, Dr. Pat Wolfe suggested that he, his wife and Goetze Dental Sales Representative Justin Noethe add some adventure into the mix. The three enjoyed the bonding experience of rafting the white waters of White Salmon River one afternoon after a factory tour. This excursion reflects the genuine friendships that form between the Goetze Dental Team and their clients.