

Keep Calm and Carry On



Parkcrest Dental is located on a busy, six-lane thoroughfare lined with several offices and near one of the largest Bass Pro Shops' retail stores. The front of the building was designed to boost the practice's visibility even though it is set back from the street.

DESIGN TEAM

Sales Representative
Marvin Ward

Equipment Specialist
Bart Miller

Lead Installation Technician
Ray Browning

Installation Technicians
Chuck Carter
Mark Mazurkewycz
Marc Hohenfeldt
Chris Thompson

Senior Interior Designer
Inga Paul

A Springfield, Missouri dental practice managed the upheaval of a major expansion without closing their office.

When a dental practice expands from 28 operatories to 38—and manages to stay open throughout the remodel without any hiccups in patient care—you know they're doing something right. That was the case with Parkcrest Dental Group in Springfield, Missouri, a practice with eight doctors and a total of 63 staff members.

Goetze Dental Equipment Specialist Bart Miller has worked very closely with Parkcrest and has been impressed by their coordination as a practice. "I have seen some large practices where the team had a hard time getting on the same page during a remodel or expansion. It can be like herding cats. But Parkcrest wasn't like that. They are unified in their approach, they sacrifice together, work toward goals together. Because of this, they have created one of the most efficient and organized practices in the state, even in the Midwest."

“To be able to not interrupt service to their patients was a very important objective for the folks at Parkcrest. Many places would have considered closing for two or even three months to take on an expansion of this size. It would have likely have been less expensive even if they kept everyone on the payroll and certainly less of a hassle for

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TEAM OF DOCTORS

Joseph Dills, DDS

Daniel Fannin RPh, DDS

Jason Hall, DDS

Steven Harrison MS, DDS
Board Certified Orthodontist

Blake Keaster, DDS

Chanin Ropka, DDS

Stuart Scott, DDS
Board Certified Pediatric Dentist

Steven Sponenberg, DDS



LOBBY

This crisp, modern, yet welcoming scene awaits when you enter Parkcrest's front door. While the lobby seats up to 92 people, the practice is so efficient that the room is never that full.

Extremely comfortable Acadia serpentine seating was chosen for the way it weaves around the lobby. The way the furniture is positioned, patients who don't know one another never have to sit face to face or back to back. The lobby's most popular feature is the Wifi bar, complete with charging stations. Patients love to power up their devices when waiting for an appointment.

them and their staff. That was never an option for Parkcrest. Their patients would have suffered. So instead, they put their heads together with their team and planned and over-communicated and worked together to figure out how to get it done. Impressive."

Recently retired Goetze Sales Representative Marvin Ward was particularly instrumental in keeping the project on track while the office remained open, according to Bart. He coordinated seamlessly with the technicians. On the practice side, Administrator Tiffani Killingsworth was proactive in working with the Parkcrest staff and doctors as well as the Goetze team so that communication would always be strong.

Ultimately, Parkcrest Dental Group added 6,000 square feet of space in addition to the complete remodel of the facilities. The expansion was years in the making, as there had been internal conversations about the future and growth of the practice brewing for a long time. The first official remodel meeting with the architects of Buxton Kubik Dodd Creative took place on October 21, 2013.

That meeting addressed Parkcrest's vision for their practice, and how they wanted their facility to match their level of patient care. They wanted

to be intentional, so that the remodeled office would lead to the best patient experience possible by offering fully-functional areas for specialty care such as pediatric dentistry and orthodontics. "Our practice strives to be on the leading edge of dentistry to provide excellent care to each and every one of our valued patients. We provide total care by having multiple providers, including highly trained specialists, all under one roof, said Killingsworth."

Midmark had recently introduced their line of Artizan dental furniture systems at the Midwest Dental Conference, where Parkcrest's Dr. Jason Hall and Dr. Stuart Scott were drawn to the cabinetry doors that lift up and out of the way, causing less interference than traditional swing-open doors.

Eventually, the doctors flew to Midmark's headquarters with Miller and Ward so they could evaluate specific dental furniture and get hands-on access to enable the best choices. They condensed the VIP trip into a single day

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to accommodate Dr. Hall's schedule, but they were still able to see all the products they needed to get familiar with. During the trip, Dr. Scott noticed how attentive Miller and Ward were. "They didn't tell us what we needed, rather, they listened to us and showed us options to meet our desires."



Once all the furniture and equipment decisions were made, it was time to begin the expansion. Workers took off the front of the building where the waiting room and main entry had been and created another area for a waiting room and entry in the interim. Then they expanded out 30 to 40 feet into the parking lot, and built the new waiting room in that expanded area. The northside expansion also included substantial space for new operatories.

“Bart and Marvin were very often present, and never more than a phone call away during the operatory design and outfitting stage. If we had a question, they found the answer,” said Dr. Scott.

The original office was built in the 1970s, and there were some surprises along the way. In tearing up the front, they found concrete beneath the building that they weren’t expecting. The construction crew and technicians took surprises in stride. “I know it’s an overused phrase, but the motto was keep calm and carry on,” said Miller. “As the main point person for communication at the practice, Tiffani was unflappable. She was solutions-oriented and kept everyone organized during what could have been a very difficult time, with so much change and upheaval.”

Parkcrest celebrated the completion of the project with an Open House in July of 2017 that was attended by patients, local referring doctors, specialists, and all the people who contributed to the expansion and remodel.

Staffers gave tours of the practice and all the guests got to see the new 1,600 square-foot pediatric wing, the 1,575 square-foot orthodontic wing, the upstairs offices, and 3D x-ray machines.

“The patients loved it. There were so many positive responses about the design, décor, and environment

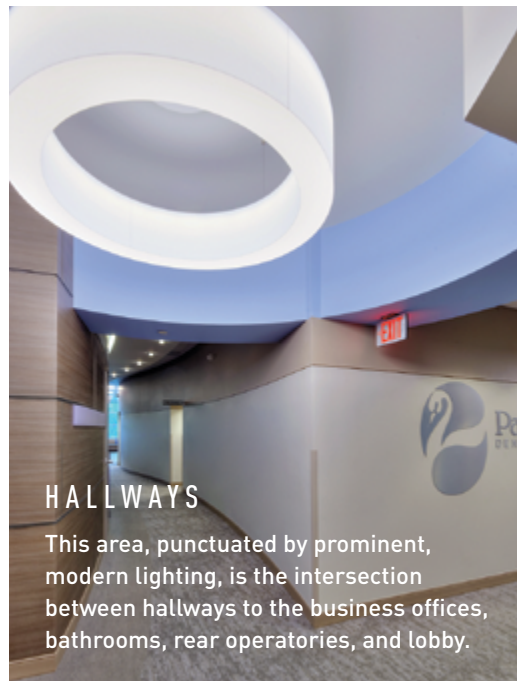
ORTHODONTIC AREA

The open bay orthodontic area has a unique feature that suits board certified orthodontist Dr. Steven Harrison and his team very well: Alger-Light with LED flush mounted ceiling lights. At first glance, it might not be obvious, yet these lights are designed to shine directly into patients’ mouths when they lean back—and not their eyes.

TEAM OF DOCTORS

Front Row: Dr. Jason Hall, Dr. Chanin Ropka, Tiffani Killingsworth

Back Row: Dr. Steve Sponenberg, Dr. Stuart Scott, Dr. Blake Keaster, Dr. Joe Dills, Dr. Dan Fannin, Dr. Steve Harrison



HALLWAYS

This area, punctuated by prominent, modern lighting, is the intersection between hallways to the business offices, bathrooms, rear operatories, and lobby.



of the office,” said Dr. Hall. “Our favorite response was when they walked in, and all they could say was ‘Wow.’”

The new additions have helped Parkcrest stay true to its business philosophy of total care, total caring, says Killingsworth. That’s not a platitude or an exaggeration.

Miller, sums it up this way, “Parkcrest is a caring group of forward-thinking people. They are aggressively caring about their patients, committed to providing a higher level of care.”

PEDIATRIC WING

- 01 The Midmark UltraTrim chairs in the open bay are upholstered in blue, and fun, geometric shapes brighten up the walls.
- 02 The new pediatric wing is a dream come true for board certified pediatric dentist Dr. Stuart Scott, not to mention his young patients. Most of the office is outfitted in subdued tones, but the pediatric wing is a splash of color.
- 03 Midmark Artizan Cabinetry, ProCenter Dental Units, an Accutron Nitrous System, and Air Techniques Mojave Dry Vacuum System for suction round out the updated furniture and equipment that make the private rooms such an excellent space for the doctor and his team to work in.
- 04 The pediatric wing also includes four private rooms for procedures. Each was fashioned in a different color: purple, orange, pink, green. Midmark Elevance Chairs are upholstered to match the room’s theme color.



Upon entering the practice, patients are greeted with the Parkcrest Dental Group logo and reception desk. The practice wants each guest to feel welcome and appreciated when they walk through the door.

General dentist Dr. Jason Hall, son of one of the founders Dr. Stanley Hall, worked in other practices before coming to Parkcrest. His exposure to a variety of room layouts, equipment, and furniture helped him choose the design that would work best for him in this remodeled area that was formerly for pediatrics.



Dr. Hall loves the convenience of a center unit, which allows him to wash his hands and quickly move to the next patient just on the other side. Dental assistants on each side can easily communicate and pass each other tools and supplies. Dr. Hall chose A-Dec 500 Series chairs and stools, Midmark Artizan Cabinetry and a Midmark ProCenter Dental Units.



From a distance, you cannot see the incredible history in this board room. Look hard and you will notice a shovel mounted on the wall: that's the very one used to break ground in 1974, and again in 2015 for the remodel. On the right side of that same wall, the letters "PDG" are mounted, saved from the practice's original sign. A weekly meeting in this board room sets the tone for the entire practice. Here, Administrator Tiffani Killingsworth gathers all the doctors and together they review all their important agenda items, from procedures to staffing. "We all look forward to the meetings every week. When we get together, everything we need to discuss comes out and it keeps us all on the same page," said Killingsworth.

The hygiene room features Royal Alliant chairs and stools as well as an Midmark Progeny Xray machine, which can be seen in the open cabinet on the left.



Every part of the practice has its own sterilization room. Here, the pediatric sterilization room features Midmark M11 Sterilizers and SciCan Statim Fast Sterilizers. There are also sterilization rooms in the orthodontics area and in the north and south side operatory halls.