



The shamrock is a beloved emblem in New Haven—making its mark on the local highschool team, the New Haven Shamrocks, and appearing on signage everywhere, even at the laundromat. Dr. Moser carried this theme forward with her practice's first-ever logo.

## NEW HAVEN DENTAL: Where Community is Key

### DESIGN TEAM

#### Sales Representative

Erik Wendel

#### Equipment Specialist

Bart Miller

#### Lead Installation Technician

Chuck Carter

#### Installation Technicians

Ray Browning

Phil Frisch

Marc Hohenfeldt

Mark Mazurkewycz

Matt VanPatten

#### Senior Interior Designer

Inga Paul

New Haven Dental is located in New Haven, Missouri, a picture-perfect town of about 2,000 residents. In such a small town, you might think that a dental practice with seven operatories would be more than sufficient to meet the needs of the community. As it turned out, towards the end of 2015, it became clear to Dr. Jenifer Moser that her business was exceeding the office's capacity. After weighing several options, she decided buying land and building her dream practice was the best path forward.

### BUILDING THEIR DREAM

That's when Dr. Moser and New Haven Dental turned to Goetze Dental. They had heard about Goetze Dental Equipment Specialist Bart Miller from Dr. Melissa Smith and her husband, Lance. Dr. Moser and her husband, Darrel, interviewed Bart to learn more about what Goetze Dental Co. could offer. Not long after, Dr. Moser and Darrel were introduced to Erik Wendel, the Goetze Dental sales representative. He explained the evolution of the relationship best:

“They started looking at me as someone who had a lot of good advice instead of someone who just sold dental supplies. And the same with Bart [Miller]. There was a lot of good give-and-take, and they appreciated the expertise that we brought to the table.”

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Dr. Jenifer and husband, Darrel





## ENTRANCE

Just inside the front doors, there is an interior vestibule with benches so people can sit and wait for their ride after an appointment.

## WAITING/ RECEPTION

The decor in the reception area was chosen for its light, friendly feel, which reflects the practice's personality. The upholstery on the chairs is stain resistant and easy to clean, and also incorporates colors used in other areas of the office. A children's play area is perfectly in view of the seating.

In August 2016, New Haven Dental purchased land down the street from their local bank. This same bank financed the project. Using a local bank instead of a big bank was no coincidence. It was important to Dr. Moser to have the support of the community, while at the same time giving back by contributing to the local economy.

Darrel Moser, Dr. Moser's husband, served as the general contractor for the project. He explained,

“For the building process, we were able to hire friends of ours who work in construction to help us build our dream.”

## OUT WITH THE OLD, IN WITH THE NEW

Just as important as the space they were building was how the space would be furnished. Bart Miller of Goetze Dental served as the equipment specialist. As a former member of the U.S. Air Force, Dr. Moser values efficiency and attention to detail. Miller brought that and more to the table. “Bart was excellent. Very knowledgeable. He would sit down with us and go through everything. He's a numbers guy, as well,” explained Dr. Moser. For her part, “she took the time to go through the process and really look at the benefits and features that she could use effectively in her practice and then configure her practice accordingly,” said Miller.

Both Miller and Wendel accompanied the Mosers on a trip to A-dec. Dr. Moser was originally planning to bring all the old equipment (dental chairs, lights, etc.) from their previous space, but once they dug into the numbers, they realized that it would be a good idea to invest in new equipment.



## DOCTOR'S OPERATORY

Patients cannot stop ooohing and aaahing about the comfortable, new A-Dec dental chairs in the doctors' operatories. Another upgrade: the A-Dec Radius Mount LED Lights, “which allows us to see more clearly and provide better dentistry,” said Dr. Moser. “Everything is so well set up we don't have to go far to get anything. You barely have to turn your body to get things because it is set up ergonomically.”





Their equipment was old and dated, so it made sense to furnish the new office with new equipment. “A-dec’s reputation is phenomenal. Once we went there, we knew it couldn’t get any better,” Dr. Moser explained. “I thought I could bring my old doctor’s stool and have it reupholstered, but then I sat in the A-dec stool and it was amazing how it felt for me. I don’t have to twist and turn as much, and it’s just so much better for my health and back. And as for the rest of the equipment and process, it’s so smooth when I’m working on patients.” In the end, they only brought over three chairs from the old space. Wendel stated,

“ We talked about what Jenifer wanted to accomplish. To have everything streamlined and to look like it all goes together, we wouldn’t be able to bring along old equipment. We wanted to create something that would serve her practice for the next twenty years.”

## LONG-TERM VALUE

Goetze Dental is focused on providing long-term value to dental practices by going above and beyond and by guiding clients toward their goals. The project with New Haven Dental is a perfect example of this.

“ Goetze is now the only supplier we use. They are just amazing! Erik and Bart are extremely good to work with, and they’re always trying to help us in any way they can to make our practice better. They really care about how we are doing,” said Dr. Moser.

Goetze is invested in long-term business relationships, which often develop into real friendships after working closely on a big project. “My wife and I both feel like they are personal friends of ours now. They’re just good people,” said Mr. Moser. Miller and Wendel had kind words for Darrel, too. “Darrel Moser was the most

## HYGIENE OPERATORIES

In the new office, New Haven Dental has a total of four hygiene rooms, and they house the only old equipment that was brought over from the old office: three Belmont chairs. You can see one here on the left, while a new A-Dec chair is on the right.

## HYGIENE OPERATORY HALLWAY

The simple clarity of the office’s organization is apparent when viewing or walking through the hallway on the hygiene side of the office.







## DOCTORS OPERATORY HALLWAY TO CHECKOUT

The doctors' operatory hallway features six full-equipped operatories. The pass-through cabinetry between the hall and the rooms has nitrous plumbed in. The cabinets also house computers, with monitors that swing into any position for the comfort of the doctors. The mobility of the monitors means that fewer repeated movements (and fewer aches and pains) for Dr. Moser and her team members Dr. Nicole Matthews and Dr. Jay Pontious.

affable, easy-going, hard-working builder. He was a joy to work with. He was a lifesaver, very focused on getting the job done. It was really impressive."

Wendel went on to say that for a dental practice located in such a small town to need to expand from seven operatories to ten is a testament to Dr. Moser's reputation and skill. It is also illustrative of New Haven Dental's place in the community. They are clearly proud of the work they do and the services they provide. The new office opened in June 2017, and the Mosers say they wouldn't change a thing. It is spacious and comfortable, with lots of natural light streaming through big windows.

“My patients were so happy and excited to get over to the new space. I haven't heard a single complaint from anyone, only really positive feedback. Our whole team was also excited about the process and absolutely love the new building. The whole community has been happy about it and very, very supportive.”

## CHECKOUT

The original fixtures Dr. Moser ordered online for the checkout area were a disappointment when they arrived in the mail, so with only a few days to procure new ones, she headed to St. Louis and found these modern, appealing LED fixtures at a residential lighting shop.

## STERILIZATION

Sterilization is one of Dr. Moser's favorite parts of her new building. The A-dec make-ready station, part of the Custom Sterilization Center, is both intuitive and stylish. The engineering behind the overall workflow of the sterilization cabinetry has proven to be a boost for Moser's practice.



## PAN ROOM

The doctors are thrilled about their new Planmeca ProMax 3D Panoramic. In their previous office they had a very old Pano machine—film converted to digital—but it was nothing compared to the imaging they get now. The doctors like how diagnostic the machine is—catching issues that would otherwise be missed.

## NEW EQUIPMENT LIST

Accutron Manifold  
 A-dec 311 Chair  
 A-dec 411 Chair  
 A-dec 572 Radius Mount LED Light  
 A-dec 574 Preference Mount LED Light  
 A-dec 575 Wall Mount LED Light  
 A-dec 591 Treatment Console  
 A-dec 591 Treatment Console with Sink  
 A-dec 592 Central Console  
 A-dec 593 Side Console with Sink  
 A-dec 594 Custom Sterilization Center  
 A-dec 595 Wall Mount Storage Cabinet  
 Dean Dental DV7 Dry Vacuum  
 Dean Dental SC7R Oil Free Silent Compressor  
 Midmark M550 Soniclean  
 Planmeca ProMax 3D Panoramic

## CONSULTATION ROOM

The team is getting used to implementing the consultation room, as they've never had one before.

