



A Journey from Good to Great

A book and a dream inspired Paul Helsby, DDS,
to build the practice of his dreams at age 60.



PRACTICE PROFILE

DENTAL PRACTICE

Winter Park Smiles
Winter Park, Fla.

Dr. Paul Helsby
Dr. Kathy Helsby

OFFICE

Square feet: 2,900

OPERATORY EQUIPMENT

- A-dec Chairs, Lights and Stools
- A-dec 12 O'clock Duo Delivery Systems
- A-dec W&H Handpieces
- A-dec Treatment, Central and Accessory Consoles
- A-dec Preference ICC Sterilization Center
- CAESY Patient Education Systems
- CEREC AC and MC XL Milling Units
- EagleSoft Practice Management Software
- Midmark M11 Sterilizer
- PLANMECA ProMax Digital Pan
- PLANMECA Intra intraoral X-rays
- Porter MXR 3400AV Package w/Tall Mobile Stand
- Dental EZ Customair Compressor and RAMVAC Vacuum
- Schick Digital Sensors
- SciCan Statim 5000 Autoclave
- Sopro Integrated Intraoral Cameras



In early 2008, Dr. Helsby had been practicing in the same five-operatory office with a partner for 25 years. The Winter Park, Florida, practice was a success, but there was no room to add new technology or additional operatories. After the last of his three sons left home for college, Dr. Helsby knew he had a choice to make: should he retire, or should he finally build his dream office?

A gift he received from his brother-in-law, the book *Good to Great* by Jim Collins, provided the inspiration Dr. Helsby needed to dive into his new adventure. Inside the book was a very powerful message: "good is the enemy to great." At that moment, Dr. Helsby knew he wasn't ready to give up in his quest for a truly great practice. "It was one of those things that just hit you. At that moment, I realized that I had a really good practice, but it didn't reflect what the book described as great," he said. So, he and his wife, Kathy (at the time a non-practicing dentist) sat down and wrote up a list of everything they thought would take their office from just good to outstandingly great.

A practice built by CEREC

Ten years ago, Dr. Helsby had just brought CEREC into his practice, thanks to plenty of encouragement and support from his



THE ECONOMY IS DOWN – BUT SAVINGS ARE UP

Paul Helsby, DDS, didn't let the challenging state of the economy scare him away from building the practice of his dreams. In fact, he was actually able to save money due to special tax breaks and reduced prices on services and products.

The biggest savings came from Section 179. Taking full advantage of Section 179 allowed him to expense \$250,000 of his capital assets purchased in 2008 (the same applies to purchases made in 2009). He also maximized Section 179's 50-percent allowance for bonus depreciation – resulting in approximate total tax savings of over \$150,000. The tax credit for the handicap facilities and cost segregation of electric and plumbing expenses was also responsible for huge tax savings. "He really understood the tax implications of doing the project now versus two to three years from now," said Patterson Equipment Specialist John Weidenaar.

Due to the down economy, Dr. Helsby was also able to save money on his office lease. Patterson recommended a leasing agent who was able to negotiate a lower contract, saving Dr. Helsby a quarter of a million dollars over the term of the lease.

Another benefit to building in a down economy: projects are completed faster because there is less competition for contractors. Dr. Helsby's practice was built in a fraction of the time it would take during a flourishing economy. "There's never been a better time to do it," said Dr. Helsby. "Now's the time to take advantage of these investment opportunities. People are going out of their way to help you!"

Weidenaar encourages doctors who are slow right now to use that time and the current tax incentives to equip their practice and prepare for the surge of dental cases to come when the economy turns around. "Invest in your practice instead of sitting on the sidelines. Don't be left behind," he said. "If you've been considering a remodel or a new office, there's no better time than now."

See page 34 of this publication and the Year-End Equipment and Technology Savings Guide for more information on Section 179 tax savings.

longtime Patterson Sales Representative Chris Lawrence. "I talked to him about every aspect of CEREC continually," said Lawrence, who has worked with the doctor for 13 years. "When he got it in his practice and he saw the benefits of it, he and his partner decided to buy another one 30 days later because of the increased usage by both doctors."

Over the next 10 years, Dr. Helsby built his practice around CEREC, learning everything he could about CAD/CAM single-visit dentistry. Dr. Helsby saw the amazing benefits of CEREC unfold in front of him. "It has paid for itself many times over," he said. "Our revenue skyrocketed."

Still practicing in a small, outdated practice, Lawrence encouraged the doctor to upgrade his office to reflect the high-quality dentistry taking place within. The income made from CEREC allowed the doctor to branch out on his own with a new, state-of-the-art practice. "CEREC built my new practice," said Dr. Helsby. "It's one of the big reasons I'm still practicing today."

The new CEREC Acquisition Center (AC) powered by Bluecam is the centerpiece of Dr. Helsby's new 2,900-square foot practice, Winter Park Smiles. One of the first CEREC users to upgrade to the CEREC AC, Dr. Helsby performs an average of five to eight CEREC procedures per day. He equipped each of his five operatories with a 43-inch flat screen monitor, which allows patients to view their CEREC restoration being designed in real time. Dr. Helsby even placed a video camera over his CEREC MC XL, which streams to the flat screens in the operatories, allowing patients to watch their crown being fabricated in the comfort of their chair.

Dr. Helsby is impressed with the power behind the new CEREC AC. "I love how fast it takes the image – and it's a real 3D image. My staff wrench it out of my hands because they love it," he said. "It's so easy, it automatically takes the image when it's positioned over the tooth and you're done."

With all of the CEREC knowledge he's acquired over the years, Dr. Helsby is excited to teach other doctors about the benefits of CEREC and how to maximize its potential in their practice. His office features a training center equipped with a 50-inch flat screen, which allows him to bring other doctors into his practice for CEREC training courses, from introductory sessions to advanced seminars. He also started a CEREC Study Club, which gets together every quarter to cover all topics relating to CEREC. Dr. Helsby can even connect wirelessly to another doctor's CEREC machine, so he can guide them through problem areas or teach

them new techniques remotely. Also, Dr. Helsby is currently working on CEREC Connect, which allows him to send cases directly to an inLab laboratory for high-quality multiple restorations or bridgework, and increased efficiency.

Integrated in every way

CEREC isn't the only impressive piece of technology in Dr. Helsby's practice. From the moment patients walk into Winter Park Smiles, they're immersed in technology. "You walk in and immediately, the office reflects the kind of dentistry he does," said Patterson Equipment Specialist John Weidenaar.

Patients are greeted by CAESY patient education presentations playing on the large flat screen television on the reception room wall. A special alcove in the hall houses Dr. Helsby's CEREC MC XL, where patients can watch a unit being milled. Dr. Helsby's A-dec Preference ICC Sterilization Center is open for all to see, reassuring patients that exceptional measures are being taken for their safety.

In the operatories, Winter Park Smiles is fully integrated with EagleSoft practice management software, CAESY, Schick digital imaging, PLANMECA Intra intraoral X-ray systems and Sopro integrated intraoral cameras. Within EagleSoft, one patient record houses a patient's digital X-ray and intraoral images, while keeping

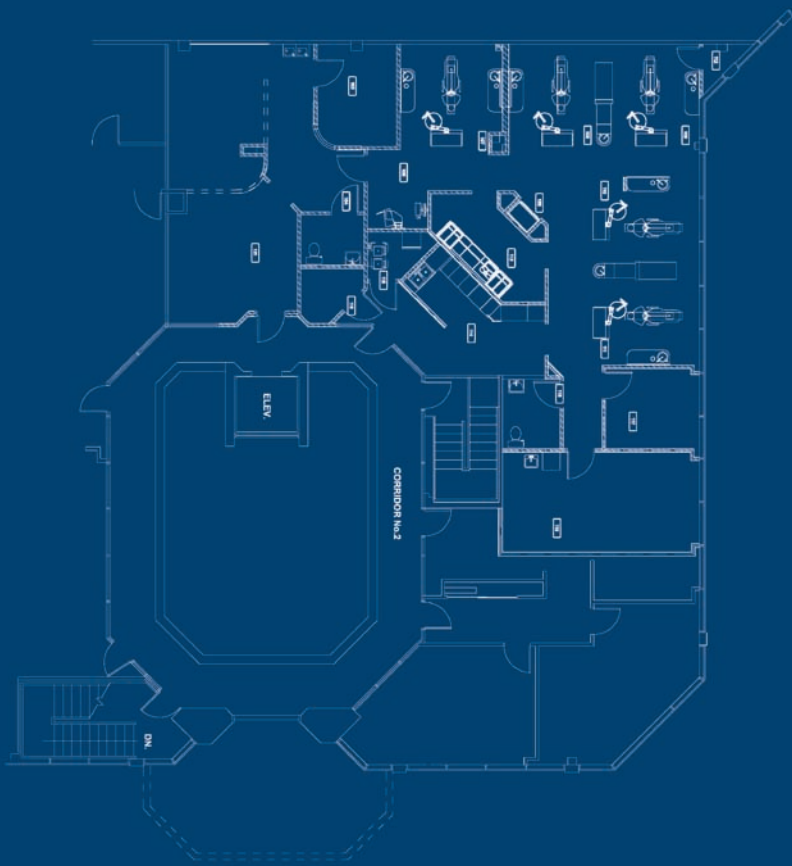
a record of which CAESY presentations they've seen. Dr. Helsby's intraoral cameras are right at his fingertips, thanks to seamless integration with his A-dec delivery system. The camera operates directly from the delivery system and is connected to the treatment room computer. As a result, Dr. Helsby and staff can effortlessly view and save images directly into the patient record.

Three monitors in each operatory – one behind the patient for the doctor, hygienist and assistant, one to display the office schedule and one 43-inch monitor in front of the patient to display patient education videos, CEREC procedures, digital X-rays and intraoral camera images – allow for multiple processes to occur all at once.

Dr. Helsby chose A-dec chairs, cabinetry and delivery systems for their ergonomics and comfort. "A-dec did a good job of developing cabinetry that makes the operatories feel open, yet private," said Dr. Helsby. "We are all comfortable now."

With all of its technologies, Winter Park Smiles' décor feels anything but "technical." Rock walls, a waterfall, rustic wood flooring and walls in earthy greens and browns bring a touch of comfort to the space. Kathy took charge of the office's décor and Dr. Helsby is the first to admit he couldn't have created such a beautiful space without her assistance. "I had luck having a wife who is so





supportive," said Dr. Helsby. "She took care of everything – I couldn't have done it without her."

Kathy is so excited about the practice, that after a 10-year retirement, she has picked up the handpiece and started practicing again. She sees patients 10-15 hours per week and is taking even more continuing education courses. "She just decided that it looks like too much fun," said Dr. Helsby. "It's great to have her here."

Building the framework for a successful future

Dr. Helsby is thriving in his new practice. He sees approximately 30 new patients per month and his case acceptance rates have soared – especially major cosmetic procedures. "When patients see the investment he's made, they don't mind doing the work," said Lawrence. Orlando Branch Manager Eric Hanson concurs: "His patients are moving forward with elective procedures despite the economic uncertainty in Central Florida."

With a work week of only 28 hours, Dr. Helsby has found the perfect mix between work and leisure. "I only work 28 hours a week and I take a lot of vacation; it's a nice balance between doing the things I want to do and yet still be active in the profession that I've been in for so many years," he said.

Through his new practice, Dr. Helsby also has secured a strong financial future. His new office is primed to attract new graduates who desire all of the technology Winter Park Smiles offers. "Here's a guy who's 60 years old and has redone everything," said Lawrence. "He's enjoying dentistry again and setting up the framework for an amazing associate whom he can groom and set up for a partnership. What doctor in his right mind wouldn't want to practice here?" **PT**

PATTERSON TEAM

Eric Hanson, *Branch Manager*

John Weidenaar, *Equipment Specialist*

Chris Lawrence, *Sales Representative*

Tim Andersen, *Service Technician*

Tim King, *Office Designer*



*From left to right:
Chris Lawrence, Dr. Paul Helsby, Dr. Kathy Helsby, Eric Hanson,
John Weidenaar, Tim Andersen.*