



PRACTICE PROFILE

DENTAL PRACTICE

Drs. Bryson and Margio Dentistry
Las Vegas, Nev.

Toni Margio, DDS
Randy Bryson, DDS

OFFICE

Square feet: 2,540

OPERATORY EQUIPMENT

- A-dec Chairs, Delivery Units, Lights, Stools and Monitor Mounts
- A-dec Treatment, Central and Accessory Consoles
- A-dec Lisa MB17 Sterilizer
- A-dec Assistina
- A-dec W&H Handpieces
- Air Techniques Air Star 30 Oil-Free Air Compressors
- CEREC AC and MC XL Milling Unit
- EagleSoft Practice Management Software
- Ivoclar Odyssey Laser
- Ivoclar Programat CS Porcelain Furnace
- PLANMECA ProOne Digital Pan
- RAMVAC Vacuum System
- Schick Digital Sensors
- Aribex Nomad Portable X-ray



Even better the second time around

For 20 years, husband and wife, Randy Bryson, DMD and Toni Margio, DMD built up a highly successful cosmetic dentistry practice in Pennsylvania. While owning a private practice was rewarding for them, they both also loved to teach. When an opportunity to join a dental training facility in Las Vegas opened up, they seized it. "The success of our practice had afforded us the ability to sell our practice, sell our home and move completely across the country to dedicate ourselves to teaching," said Dr. Bryson.

After moving to Las Vegas and working at the dental training facility for a few months, the doctors began to miss clinical dentistry. "We weren't ready to retire from clinical dentistry yet," said Dr. Bryson. After a year, the doctors decided to resign and create their second "from scratch" dental office in Las Vegas.

As a longtime Patterson customer in Pennsylvania, the doctors didn't hesitate to call the Las Vegas Branch for assistance in setting up their new practice. "Other than calling our family with the news, the next phone call was to Patterson," said Dr. Bryson. "We knew we wanted to work with them because in Pennsylvania, they had helped us through a major office renovation in 2002. We knew Patterson was going to be the one-stop shop that would allow us to go from the beginning to opening up our new practice."

Dentistry as a lifestyle

The first step on the doctors' new office checklist was a visit to The Scottsdale Center for Dentistry in Scottsdale, Arizona. There, they attended the Practice Harmony office design workshop with Imtiaz Manji. "The course reminded us that dentistry is a lifestyle – it takes up such a big part of your day and week, so you should first make those lifestyle decisions. You should walk into your office and feel good about it each day, and your staff and patients should feel comfortable there, too," said Dr. Bryson.

With that in mind, the doctors realized that their dream space should not only allow them to provide the best patient care, but also the ability to educate patients and other dentists. Before committing to an office design, Dr. Margio spent countless hours online researching trends and optimal designs. Patterson set up office tours for the doctors

and provided an office library for them to look at. The doctors sat down with their Patterson Dental team, and together, they created a floor plan that would enable them to bring their vision to life, while also allowing for future expansion.

"Sometimes your facility can be holding you back," said Dr. Margio.

"We are going to be so much more successful now because we have the ability to grow for 10-15 years. If you want your practice to remain vibrant, your facility has to grow."

Drs. Bryson and Margio Dentistry's 2,540-square-foot floor plan meets their every need: three operatories, a large learning center that can also be converted to two hygiene rooms in the future, a large treatment room with a table and four chairs that doubles as a family suite and an "over-the-shoulder" education room, plus a sizable consultation room that can be converted to a large operatory. "Everything in their office was designed with the future in mind," said Patterson Equipment Specialist Howard Wardle. "The doctors can have four additional treatment rooms in this office if they choose to do so. They had the ability to project themselves out seven years into the future and that allowed us to provide the best value."



Quality over quantity

Even though the doctors designed their space for additional treatment rooms, equipping them is not a priority right now. "We're more mature now and we know that we don't need a lot of patients," said Dr. Margio. "It's the quality of care that matters. We really value each patient and we're better at diagnosing and providing comprehensive treatment."

It's the quality of care that matters.

– Dr. Toni Margio

Patterson's complete array of technology helps the doctors provide top-notch care for each and every patient they see. Drs. Bryson and Margio Dentistry is equipped with the latest and greatest: Schick digital imaging, EagleSoft Practice Management Software, the new CEREC Acquisition Center (AC) powered by Bluecam, PLANMECA ProOne Digital Pan and an Aribex Nomad Portable X-ray.

The doctors had many of these technologies in their previous 1,000-square-foot office in Pennsylvania, but despite their

desire for it, they couldn't work CEREC into the small space. They were ecstatic to be the first practice in Las Vegas with CEREC AC installed and felt it was important to create a special area within their practice for CEREC so that they can highlight this featured service. "We're thrilled with it and can't imagine not using it," said Dr. Bryson. "When patients understand that they can get a crown in an hour, that makes a lot of sense to them – and it's an asset to us."

To make life simpler in their office, the doctors use many of EagleSoft's eServices, such as eReminders, text messaging and electronic claims. They also appreciate how their Schick images integrate seamlessly with EagleSoft. They chose the portable Aribex Nomad X-ray system for speed, efficiency and convenience, plus, it's highly economical.

For their operatory and sterilization equipment, the doctors went with a time-tested favorite – A-dec. Each operatory has A-dec 511 chairs, monitor mounts, stools, cabinetry, delivery units and lights. In sterilization, a Lisa MB17 Sterilizer and A-dec Assistina ensure the highest level of infection control. "They chose the best because they provide the best," said Wardle.

The doctors' shared passion for education shines through in



every aspect of their practice. Their large learning area – complete with a projector, a podium and several chairs – allows for patient seminars on wide-ranging topics, from dentistry and chiropractics to looking 10 years younger with an aesthetician. They also regularly invite doctors to their practice for study clubs and hope to create a CEREC Study Club in the future. Their oversized operatory allows for several doctors to view over-the-shoulder presentations and ceiling-mounted monitors allow patients to view patient education videos and X-rays.

The Las Vegas Branch already has brought doctors in for tours of the practice and plans to co-host educational events with the doctors in the future. "Their practice is set up for dental education, which is great for them and us," said Las Vegas Branch Manager Tracey Yates.

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The silver lining in a down economy

Though the doctors built their practice during a challenging economy, they are confident their new investment was the best decision for them. Since they opened their doors in March 2009, they've experienced a profit every month. "Our profession gives you the opportunity, even in this economic climate today, to find success," said Bryson.

The doctors have even found a silver lining in building a new practice during a challenging economy: "We couldn't have gotten our office done so quickly," said Dr. Bryson. "We were able to get it done faster than we normally could have. Marketing costs are down. You always have to look for the positives and not the negatives."

The doctors are thrilled with all of the support they've received from Wardle and their Patterson Sales Representative Drew Anderson, as well as the rest of their Patterson team. "Howard went above and beyond his role. He was a part of everything and we are so thrilled with him," said Margio. "And Drew spent hours at our house making sure everything was perfect. We have a truly great working relationship with Patterson. We wouldn't dream of working with anyone else."

Though the doctors had considered semi-retirement before they built their new practice, that isn't even a thought in their minds now. "We're enjoying our practice so much," said Margio. "We don't even think about retirement now! We can't believe how fast our days are going because we really enjoy being here. We've gotten a second passion for dentistry." **PT**

For more information on
Drs. Bryson and Margio Dentistry,
visit www.drsbrysonandmargio.com.



From left to right:

Jon Sly, Troy Takemoto, Cody Ricci, Pil Weir, Gina Restivo, Dr. Toni Margio, Dr. Randy Bryson, Drew Anderson, Tracey Yates, Howard Wardle

PATTERSON TEAM

Tracey Yates, *Branch Manager*

Howard Wardle, *Equipment Specialist*

Drew Anderson, *Sales Representative*

Troy Takemoto, *Service Technician*

Cody Ricci, *Service Technician*

Jon Sly, *Service Technician*

Gina Restivo, *CEREC Specialist*

Phil Weir, *Designer/Draftperson*

