



PRACTICE PROFILE

DENTAL PRACTICE

Brand Robinson, DDS
Troy Naki, DMD
Bozeman, Montana

OFFICE

Square feet: 3,500

OPERATORY EQUIPMENT

- A-dec Chairs, Delivery Units and Stools
- A-dec Preference ICC Sterilization Center
- A-dec Treatment, Central and Accessory Consoles
- A-dec Lisa MB17 Sterilizer
- A-dec Assistina 301 Plus w/Starter Kit
- Air Techniques Compressor
- EagleSoft Practice Management Software
- Hu-Friedy IMS cassettes
- Midmark Track Light and Monitor Mounts
- PLANMECA ProOne Digital Pan
- PLANMECA Intra intraoral X-rays
- RAMVAC Vacuum
- Schick Digital Sensors
- Schick USB intraoral cameras
- SciCan Statim 2000 Autoclave

This practice is a Patterson Advantage™ Gold member



View from the Top

After 25 years in practice, Dr. Robinson welcomes a new associate – and decides to build a new office.

Bozeman, Montana's population is growing, offering new opportunities for its long-time residents, including Brand Robinson, DDS, an outdoors enthusiast who loves hunting and fishing. Dr. Robinson has practiced dentistry in the city for 25 years, but when his son-in-law, Troy Naki, DMD, joined the practice, he decided it was time to move from his 1,200-square-foot practice in downtown Bozeman to a new office on the outskirts of town.

At the behest of Patterson equipment specialist, Russ Brannon, Dr. Robinson attended a Mercer office design seminar in Arizona. He also attended a Scottsdale Center course on transitions with Dr. Naki, which helped the two decide on a solid business arrangement.

Dr. Robinson actively searched Bozeman for the perfect place to locate the new practice, and in March 2008 finally found the right spot. Set among a bevy of other health-related businesses, including a fitness center and an optometrist, Dr. Robinson chose a new eco-friendly building at the base of the Bridger Mountains.



Setting a Plan in Motion

After being in practice so long, Dr. Robinson knew the type of office he wanted, and called Brannon to help design the floorplan. The 3,500-square-foot space on the second floor of the office building presented great opportunities as well as a few challenges, including plumbing considerations and, per Dr. Robinson's request, the need to preserve and enhance, if possible, the view of the mountains.

Brannon and Dr. Robinson fine-tuned the floorplan until it was perfect. The doctor added 13 windows to the space and planned eight operatories, outfitting six from the start: two for him, two for Dr. Naki and two for hygiene. "We have room to see more people. It's more convenient and patient satisfaction is much greater," Dr. Robinson said of the added operatories.

In order to equip the operatories, Brannon took the doctors on an A-dec VIP trip to the company's manufacturing facility in Newberg, Ore., where they were able to get their hands on a variety of equipment. "It was a very valuable trip to see modern equipment and what A-dec can offer," Dr. Robinson said, having spent most of his 25 years practicing with good quality, but somewhat out-dated, equipment. He and Dr. Naki chose new side delivery units, cabinets and delivery systems from A-dec. They complemented





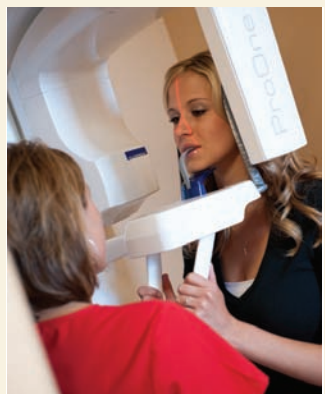
that equipment with Midmark Track Light and Monitor Mounts and swing-through PLANMECA Intra intraoral X-ray units so that two operatories could benefit from one machine.

The Equipment at Hand

Dr. Naki said he is grateful to Dr. Robinson for the opportunity to join a state-of-the-art practice right out of dental school. "I worked at community health centers around the country and had an appreciation for new equipment," he said. "To work at this facility is a privilege."

In turn, Dr. Robinson appreciated Dr. Naki's interest in current equipment and technology. Together, they were careful to select equipment that improves patient care, and invested in Schick USB intraoral cameras – Dr. Robinson's favorite new piece of equipment. "Intraoral cameras might be old hat to some, but they're new to us and have been a good educational tool that we use with a lot of patients," he said.

Dr. Naki agrees: "The intraoral camera is the most utilized tool we have. Being a new dentist, it's easier for me to show someone a cracked cuspid or decay on a computer screen. That helps them create a perceived value of what needs to get done and gets them to the point of taking responsibility to respond to treatment."

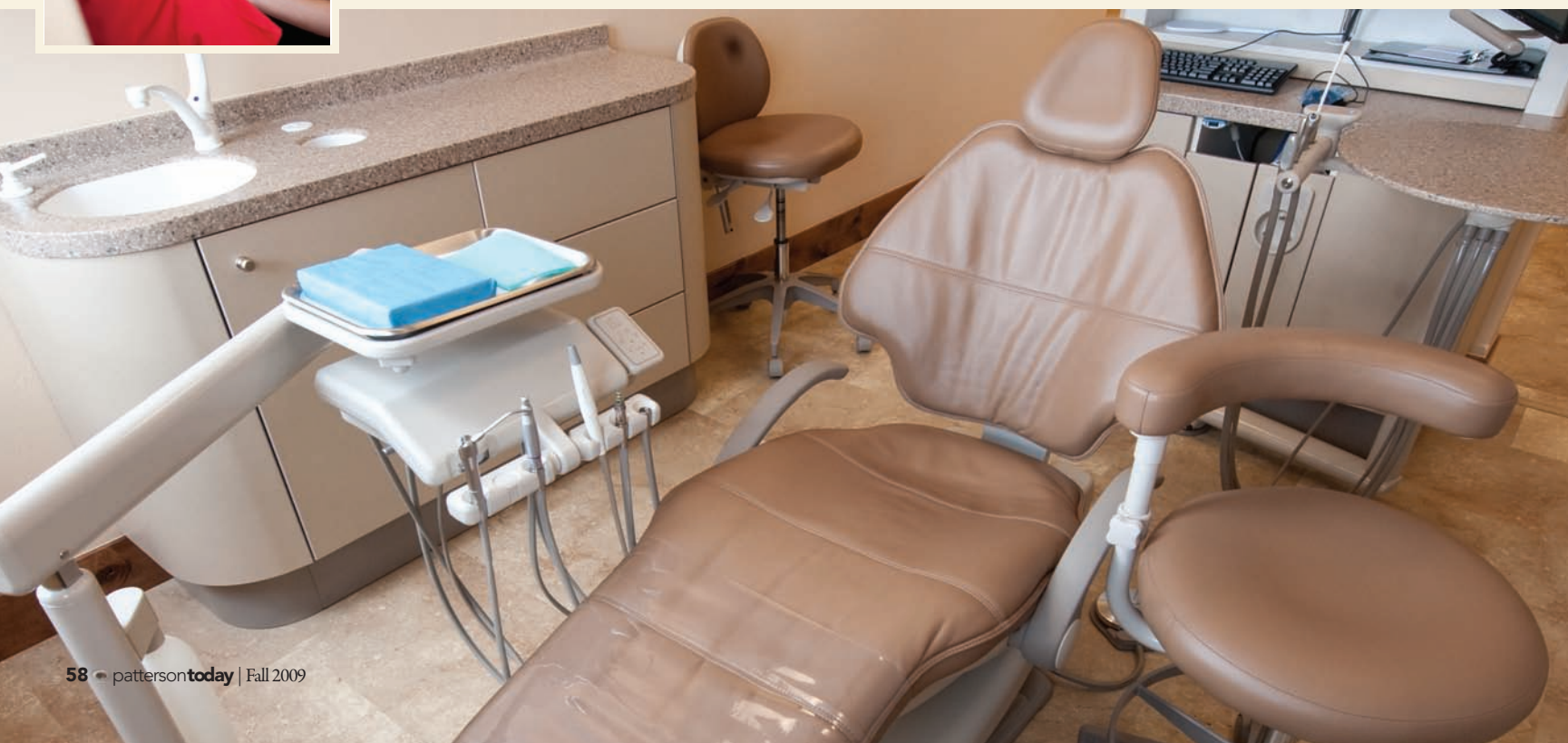


Little Touches

Patients also perceive value in the doctors based on what they see – or don't see – within the practice. Dr. Robinson employed the services of his wife and a friend to furnish the practice's interior design elements, from the front door to the operatories, with a focus on the rustic and antique. The paint and fabric colors they selected accentuate the stunning mountain view out of the operatory windows.

While it's a change mostly invisible to patients, Dr. Robinson's decision to update his sterilization process with A-dec's Preference ICC Sterilization Center means a greater sense of cleanliness. In addition to the sterilization center, the office implemented the use of Hu-Friedy's IMS cassettes for their instruments. Together, they work to provide an organized sterilization process. "Now we know everything's being tended to, in terms of sterilization," he said.

When building the new practice, Dr. Robinson also was considerate of his staff and their needs. Several employees have worked with him for more than 10 years, and each of his children has worked or work at the practice as well. He wanted to offer more amenities both inside and outside of the operatories, so a staff restroom and locker room were added to the floorplan. Dr. Robinson also installed an evacuation





PATTERSON TEAM

Jim Martin, *Branch Manager*

Russ Brannon, *Equipment Specialist*

Richard Mawby, *Sales Representative*

Joe McDonald, *Service Technician*

Will Peterson, *Service Technician*

James Bradley, *Service Technician*

Charles Stelzer, *Service Technician*



From left to right:

Joe McDonald, James Bradley, Will Peterson, Jim Martin, Dr. Naki, Dr. Robinson, Russ Brannon and Richard Mawby. Not pictured: Charles Stelzer.

system in each of the operatories that makes it easier for the assistants to flush lines at the end of the day.

Change Is Good

With all of the change that came as a result of the new practice, Dr. Robinson tried hard to maintain consistency with what was working well in the previous office. For instance, for the past six years, he and his staff have used EagleSoft as their practice management software, which "does about anything you want it to," he said. Brought to the new practice, it's been integrated into the operatories as well as with the front office management.

And though there has been a lot of change associated with the new practice, Dr. Robinson said, "It's been positive," especially considering the patient response. "Patients are excited with the new technology and equipment, the office parking is more accessible and we have not raised our service fees," he said.

For Dr. Naki, the decision to join with his father-in-law was a no-brainer. A new practice in which to launch your career gives you a powerful edge-up, he said. "There's a lot a new office can do to build your practice. A new facility is a great way to acquire new patients. I've had a once-in-a-lifetime opportunity."

Motivated both personally and professionally, Dr. Robinson dreamt big and set his sights high regarding his new practice. And with encouragement from his Patterson representative, Brannon, and advice gained at the seminars he attended, Dr. Robinson was able to bring his dream to life. "It seemed impossible to do what I've done, but it's working out. I have a great facility to come to every day. It's such a change from what I had before." **PT**