



PRACTICE PROFILE

DENTAL PRACTICE

Stonecastle Dentistry
Grand Rapids, Mich.

Juli Wemmer, DDS
Jon Feinauer, DDS

OFFICE

Square feet: 4,800
(2,400 downstairs; 2,400 upstairs)

10 Operatories
(5 downstairs; 5 upstairs)

OPERATORY EQUIPMENT

- A-dec 511 Chairs
- A-dec 541 Duo Doctor's and Assistant's Delivery Units
- A-dec 542 Side Delivery Hygiene Units
- A-dec Accessory, Central and Treatment Consoles
- A-dec Preference ICC Sterilization Center
- A-dec 6300 Lights
- Air Techniques AirStar 50 Compressor
- Air Techniques ScanX Digital Imaging System
- CEREC® 3D
- Crown Seating Stools
- Eaglesoft Practice Management Software
- Midmark M11 Sterilizer
- Midmark PowerVac System
- Porter MXR-1 Flushmount Flowmeter
- Porter Manifold System
- PLANMECA ProMax Digital Pan/Ceph
- Progeny Preva DC Intraoral X-rays
- Schick Digital Sensors
- Schick USBCam2 Intraoral Camera
- SciCan Hydrim Dental Disinfectant
- SciCan Statim 5000 Autoclave
- SciCan STATIS Handpieces
- SciCan STATMATIC 31 Auto Handpiece Cleaner



Dr. Juli Wemmer has practiced dentistry for 32 years in Grand Rapids, Mich., over time building a solid business on patient loyalty, quality equipment and cutting-edge technology. In 2009, she undertook a major renovation to her five-

operatory practice located in "The Castle," a 130-year-old building on the National Register of Historic Places. With the help of her Patterson Dental team and a skilled architect, Dr. Wemmer doubled the size of her office, realized greater energy and staff efficiencies and established her legacy within the community.

This practice is a Patterson Advantage® Platinum member.

Stonecastle Dentistry was featured in *Patterson Today* in 1996

The Foundation

The Castle is an impressive site for a dental practice, built with large granite blocks and featuring a turret-like column in the front. For Juli Wemmer, DDS, it's a fitting home for Stonecastle Dentistry, the third and, she hopes, final site of the practice that she founded after she graduated in 1978 from the Ohio State University College of Dentistry.

In 1996, Dr. Wemmer realized that she needed more space in which to practice, as well as better parking options for her patients. She admired The Castle, a building she drove by every day that had recently come up for sale. "Having something out of the ordinary always appealed to me," she says. The building originally was a residence, but for more than 50 years housed businesses of some kind, including a tea house, a clothing store and an upscale restaurant.

When she bought the building and remodeled the first floor, Dr. Wemmer updated her equipment and technology. She was featured in an issue of *Patterson Today* at the time, which celebrated her unique location and how she and her Patterson Dental team met the design challenges it posed.

Growing Pains

Fast-forward 12 years to 2008 and Dr. Wemmer's practice had grown to the point where she needed an associate. Jon Feinauer, DDS, a 2008 graduate from the University of Michigan School of Dentistry, was practicing part-time at a nearby office and looking to establish a long-term business relationship. After a few face-to-face meetings with Dr. Wemmer, they decided to work together. Things went so well that Dr. Feinauer bought into the practice.

Not much time passed between when Dr. Feinauer started and when Dr. Wemmer started planning for a practice expansion. "We were too busy and tripping over one another," she says. "The only place to go, because we occupied all of the first floor, was upstairs. And adding one operatory at a time was not an option.... We had to renovate the entire second floor [and remove the tenants] or do nothing."

At the Chicago Mid-Winter Meeting in 2008, the doctors met with equipment specialist Jacob Liesemeyer and researched equipment and talked about the second-floor expansion. While she was almost 100-percent certain about the remodel, Liesemeyer proposed that Dr. Wemmer attend the Scottsdale Center for Dentistry's Practice Harmony course to help her ask and answer the critical questions regarding financials and remodeling. »



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– Dr. Juli Wemmer

Dr. Wemmer and her partner, architect Diane Nagelkirk, went to the seminar and returned convinced that it was the right thing to do. "The speaker talked about the numbers and about how it's a big decision to expand a practice," Dr. Wemmer says. "He gave rationale for why, how and when, and does it make sense to expand."

Liesemeyer recommended that Dr. Wemmer take one more trip before they began: to A-dec's headquarters in Oregon. He took her on a tour of the facility and then to the A-dec Education Center, or showroom, for hands-on time exploring all of the equipment options.

The Cutting Edge of Equipment

Dr. Wemmer has been a longtime customer of Patterson Dental, over the years working with her equipment specialists and territory representatives to update the practice to benefit her patients as time and finances allowed. She invested in CEREC technology more than 10 years ago, converted to Eaglesoft practice management software several years ago in order to complete the transition to a paperless practice and purchased a PLANMECA ProMax to advance her digital radiography offerings.

Barrier-free access was only available on the first level; both doctors would need to see patients on both floors so they could each accommodate those with mobility challenges. However, with the upstairs slated to be her primary practice space (Dr. Feinauer would practice mainly on the first floor), Dr. Wemmer was excited to select new equipment to feature more digital integrations. She chose A-dec's 542 side delivery units for the hygiene rooms and 541 duo delivery units for the doctor rooms, with the cabinets designed to serve as walls to separate the operatories from one another. Dr. Wemmer also purchased electric handpieces and new Schick intraoral sensors.

For the upstairs sterilization center, Dr. Wemmer selected a SciCan Statim 5000, Statmatic handpiece maintenance device and Midmark M11 autoclave, all of which she and her staff had experience with in the downstairs sterilization center.

Liesemeyer and Dr. Wemmer were careful to take advantage of year-end tax benefits for equipment purchases and worked to maximize Dr. Wemmer's 2009 deductions. "We weren't sure that the tax incentives would be extended in 2010, so we had to keep the project moving quickly," he says. "We had about seven weeks for a full demolition of the upstairs to the point where we were putting in the dental equipment." »»



Putting the Pieces Together

The first challenge that the team faced was analyzing the recently vacated offices on the second floor and finding a way to use the space efficiently while maintaining the building's original character – a request from Dr. Wemmer. The Patterson team, including Patterson designer Dean Drake, worked together with architect Nagelkirk to map out the upstairs to include a doctors' office to be shared by Dr. Wemmer and Dr. Feinauer and a staff conference area and lounge. There would also be five full operatories that would duplicate the first-floor layout that Dr. Wemmer was already familiar with.

Logistically, the team had to be creative in order to execute the doctor's vision. While the office was closed for a long weekend, the construction team used a maintenance shaft to run the plumbing and nitrous lines vertically from the downstairs and then across to where they were needed upstairs. They accessed all of the primary mechanical and plumbing lines in a large drop space between the upstairs floor and first-floor ceiling, and moved one of the two bathrooms upstairs in order to use the existing drain lines for the sterilization center plumbing.

Dr. Wemmer also decided to replace her existing vacuum pump because it couldn't be retrofitted with a water recycler, so she switched to a Midmark M7 dry vacuum pump.



The Stonecastle Legacy

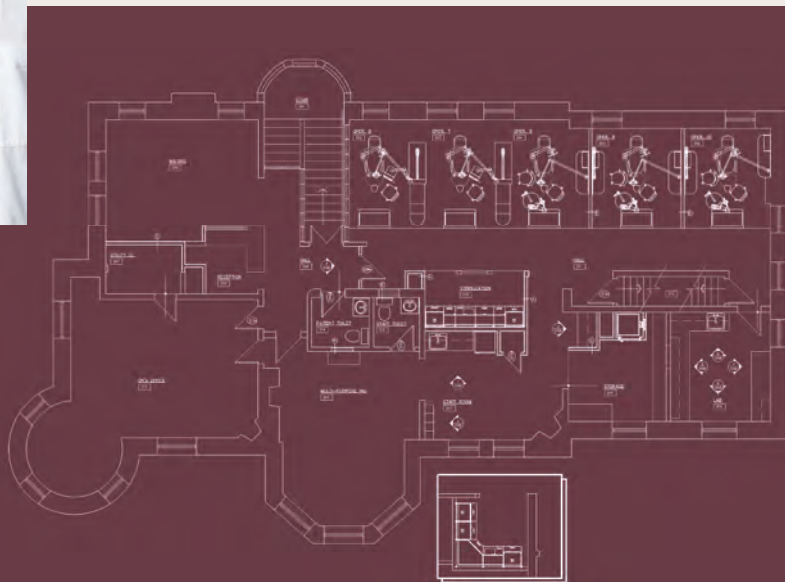
The remodeled practice, which opened in January 2010, seems to have produced the desired results: more patients are being seen, the doctors have their own workspaces and are not running into one another and Stonecastle Dentistry has extended its legacy in the community.

"We pride ourselves on caring about the patients and taking care of them the best we can, and I think they appreciate it," Dr. Wemmer says. "They know we make investments in the practice and they can tell it's important to us that we have good equipment and that we're practicing the latest techniques." **PT**



From left to right:
Jacob Liesemeyer, Amy Dailey, Dr. Juli Wemmer and Dr. Jon Feinauer

To learn more about
Stonecastle Dentistry, visit
www.stonecastledentistry.com.



PATTERSON TEAM

Amy Dailey, *Territory Representative*
Jacob Liesemeyer, *Equipment Specialist*
Randy Smith, *Service Technician*