



PRACTICE PROFILE

DENTAL PRACTICE

Royal Crest Centre for Advanced Dentistry
(Flagship office) Greer, South Carolina
(Satellite office) Anderson, South Carolina

Ryan Marcello, DMD
Derek Tucker, DMD
Rich Constantine, DDS

OFFICE

Square feet (Greer): 7,705
Square feet (Anderson): 6,500

OPERATORY EQUIPMENT

- Midmark cabinets, chairs, delivery system and lights
- Midmark sterilization center
- Midmark laboratory
- PLANMECA ProMax cone beam
- EagleSoft practice management and clinical software
- CAESY Enterprise System and Smile Channel
- Schick Intraoral camera
- Schick digital sensors
- Midmark M11 UltraClave Sterilizer
- PLANMECA Intra Intraoral X-ray
- CEREC 3, MC XL and MC L compact milling units
- SciCan Statim 2000 autoclave
- A-dec Assistina 301 Plus
- Midmark compressor and vacuum

This practice is a Patterson Advantage™ Platinum member



A Practice for Dental Phobics

Phobic patients in South Carolina and surrounding states are getting the dental care that fits their needs, thanks to Royal Crest Centre for Advanced Dentistry. Founded by Ryan Marcello, DMD, Royal Crest offers one-appointment intravenous (IV) and general anesthesia sedation, which allows anxious patients to sleep through much-needed dental procedures.

Fear of the dentist is not uncommon. In fact, Dr. Marcello says that more than 50 percent of the population has some fear of going to the dentist – a fear that stems from past dental experiences that were either painful or traumatic. Phobic patients often delay treatment for years and sometimes decades, until the pain is just too great to bear.

That's when they turn to Royal Crest.

The Sedation Solution

Dr. Marcello realized his desire to practice sedation dentistry long before opening his own practice. "Back when I was in dental



school, I started to get familiar with the phobias associated with dentistry," he said. "I thought 'How can you motivate people with such a severe fear of the dentist to come in?' and sedation seemed to be the answer."

With Patterson's help, Dr. Marcello established a six-operator solo practice in Greer, S.C., in 2001. The practice had one sedation suite, which attracted not only phobic patients, but also children and people with special needs. Many of those patients came from the Anderson, S.C., area, located approximately 40 miles from Greer.

The practice was highly successful, but Dr. Marcello couldn't keep up with the demand for his services with such limited space. His Anderson-area patients suggested that he open an office closer to them. He analyzed the practice's numbers and determined that he routinely saw 1,500 patients from that area of the state, so it made sense to open a satellite office in that area.

When a three-operator practice became available in Anderson, Dr. Marcello purchased the practice and equipped it through Patterson. He varied his schedule so he could spend equal amounts of time at the Greer and Anderson offices. He also hired an associate to help him keep up with the ever-growing patient load. Just months later, he was accumulating so many patients in Anderson that he had no choice but to expand that office. He tore down

the wall to the adjoining suite and the Anderson practice grew to seven operatories and two sedation suites.

Treating a Patient's Every Need

Dr. Marcello's most common phobic patient is an adult between the ages of 40 and 60, who hasn't been to the dentist in 10 to 15 years and therefore requires extensive dental work. He says some patients are so consumed by fear that it takes up to nine attempts to schedule a dental appointment. "I've seen 60-year-old men being pulled into the operatory by their spouses," he said. "It's an eye-opening experience."

Every aspect of Royal Crest is geared toward patients with dental phobias. Patients don't even have to pick up the phone to get information about Royal Crest – they can view the practice's Web site for a wealth of information designed to conquer their fears. Dr. Marcello offers a free consultation for each patient, during which there are no instruments used or treatments performed. This appointment allows the patient to control those first scary steps to better oral health and discuss their dental concerns in a non-threatening environment.

If a patient is too anxious to be awake during dental procedures, sedation is an excellent option to help them overcome their fears. At Royal Crest, any patient may elect to be sedated for any »



Dr. Ryan Marcello is meeting the needs of phobic patients in South Carolina with his two new state-of-the-art offices.

procedure, from a cleaning to a full-mouth restoration. Dr. Marcello's goal for the new offices was to expand sedation options by incorporating not only IV sedation, but also general anesthesia.

With IV sedation, the patients are asleep but able to respond to stimulus and breathe on their own, yet are in a state of extreme relaxation. Patients under IV sedation don't remember their procedures, making it perfect for complex cases and patients with anxiety or inability to control their body movements.

Local anesthesiologists, working with Dr. Marcello and associate Derek Tucker, DMD, administer general anesthesia. Patients under general anesthesia are completely unconscious, which allows Royal Crest to better manage and treat extreme or unique cases, medically compromised patients and even pediatric patients. Each office has two full operating rooms to accommodate general anesthesia cases.

Because Dr. Marcello understands that once phobic patients become familiar with their dentist, they prefer not to be referred outside for specialty care, he has spent nearly 600 hours in continuing education courses, training in the latest anesthesia methods, and perfecting his wide array of dental techniques. He can perform nearly any restorative or reconstructive procedure, including implants, root canals, cosmetic dentistry and much more. "If I really want to be the best dentist I can be, I need to be able to treat as many – or all – of my patients' needs, because if they're coming to me, they're comfortable with me," said Dr. Marcello. "So that's why I do anything and everything except orthodontics."

Expand On Demand

In 2007, it became clear to Dr. Marcello that he was outgrowing both offices. Greer had reached full capacity several years before and the expanded Anderson office was bursting at the seams. "The demand for sedation was so high that we were getting to the point that we couldn't keep up with it," he said.

He began searching for new office space, but couldn't find anything suitable for his needs. Later that year, a 7,500-square-foot health spa just down the street from the Greer practice went into foreclosure. Dr. Marcello had visited the spa in the past and always thought it would be a perfect space for his practice. He snapped up the building, and at the same time, a larger practice became available in Anderson, which he also purchased. Dr. Marcello turned to his long-time Patterson Territory Representative Tom Miller and Southeast Region Manager Neal McFadden (formerly Greenville Branch Manager) for help in setting up his two new offices.



In Greer, the spa was remodeled into eight spacious operatories and four sedation suites. Before equipping the practice, Dr. Marcello visited the Midmark facility in Columbus, Ohio, to explore the equipment options available through this medical-based company. After his visit, he selected Midmark chairs, cabinetry, lights, delivery units, air compressors and vacuums for the Greer office. "I wanted something classy and Midmark offered me the whole nine yards," he said.

Dr. Marcello and his staff planned everything in the practice with the dental phobic patient in mind, from the layout and equipment to interior design. On the first floor of the two-story Greer office, there are separate waiting areas for patients undergoing sedation procedures and those who are not. Also located on the first floor are the sedation suites with automatic sliding glass doors, a recovery room, a Midmark sterilization center and three dual-purpose check-out/consultation rooms. Upstairs, there's another Midmark sterilization area, a spacious Midmark laboratory, CEREC milling room, X-ray room, eight operatories and a staff conference room with a large flat-screen television and eight laptops for daily morning rounds and training.

Dr. Marcello preserved much of the spa's décor in his dental practice design, including its rich, soothing color scheme of seafoam green, earthy tan and deep burgundy. Ceramic tiles throughout the office create an upscale feel, and tan carpet in the operatories keeps noise down. Stately white columns frame frosted-glass panels that proudly display Royal Crest's regal coat of arms logo. In the reception area, ornate chandeliers, exquisite marble floors, copper ceilings and dark, espresso-colored wood create a luxurious atmosphere. >>



The satellite clinic in Anderson is a stand-alone one-story rugged brick building with majestic peaked windows. Inside, the office décor echoes Greer's comforting palette of earth tones. The office, which offers identical services to Greer, features a Midmark lab and sterilization center, eight operatories and four sedation suites. Dr. Marcello equipped half of the rooms with Midmark chairs and cabinetry and brought in operatory equipment from his previous offices to equip the rest.

The Tools for Success

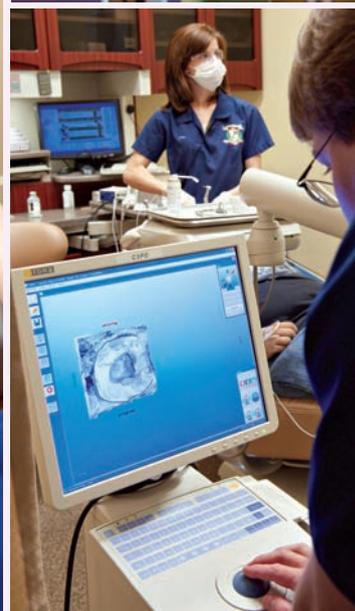
Dr. Marcello spared no expense in making both of his offices as technologically advanced as possible to ensure dental procedures are quicker and easier for patients. Phobic patients often request single-appointment full-mouth restorative or cosmetic procedures, and Dr. Marcello has armed himself with the knowledge and equipment to meet the challenge.

Two CEREC units, one CEREC® MC XL and one CEREC® MC L compact milling unit in each office allow him to produce same-day restorations for patients who are too anxious to endure a second appointment. On average, he produces at least five CEREC restorations per day. He uses CEREC so often that he hired a dedicated CEREC clinical technician to assist him in the practice. "CEREC has revolutionized dentistry and it has benefited my patients tremendously," he said. "CEREC is the perfect fit for me." Dr. Marcello says within the next year he plans to upgrade to the new CEREC® Acquisition Center (AC) powered by Bluecam.

A PLANMECA ProMax 3D cone beam unit in each office gives Dr. Marcello the most precise results when performing implants and oral surgery. Patterson assisted Dr. Marcello in meeting South Carolina's complex regulations for cone beam X-ray, which are different than regulations for traditional X-ray systems.

EagleSoft practice management software, which Dr. Marcello has been using since he opened his first office in 2001, connects his two offices seamlessly, ensuring that patient records are accessible at either location. Schick digital imaging systems in both offices produce instantaneous images and integrate effortlessly with EagleSoft. Flat screen monitors at the end of each dental chair allow Dr. Marcello to explain digital images and show CAESY Patient Education Systems videos to his patients.

Dr. Marcello looks to Patterson for the technical support that keeps both of his offices running. "The Patterson service guys are great. I hang up with the branch and they're already here," he said. "I can't afford to be down and they're good at keeping me up and running."



Two New Offices, One New Name

Both new offices opened for business in 2008 – Greer in August and Anderson in October. Previously called Parkway Cosmetic and Restorative Dentistry, Dr. Marcello changed the practice's name to Royal Crest Centre for Advanced Dentistry to reflect its growth and enhanced capabilities.

Dr. Tucker joined Royal Crest in 2008. A recent graduate of the University of Kentucky College of Dentistry in Lexington, Dr. Tucker shares Dr. Marcello's passion for sedation dentistry. "I see a lot of potential in Dr. Tucker," said Dr. Marcello. "He has taken a huge load off my shoulders." This spring, Dr. Tucker plans to become a partner and Dr. Marcello is also bringing on Rich Constantine, DDS, a graduate of the University of West Virginia College of Dentistry.

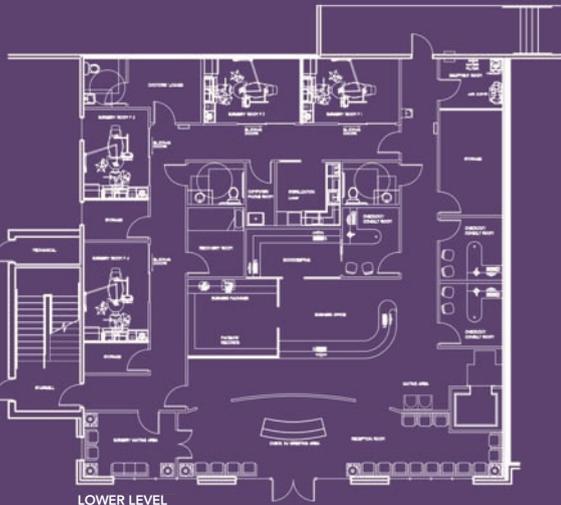
According to Dr. Marcello, Royal Crest sees 300-400 new patients per month. "We blow national averages out of the water and it amazes me that some patients even fly in for our services," he said. He attributes the success of the practice to its unique take on

treating phobic patients. "Our office and staff are geared toward helping calm the fears that phobic patients have of the dental office," he said. "I also have to thank the dental community for their referrals. General dentists and specialists alike are learning to recognize dental phobias, which can many times be hard to diagnose."

Dr. Marcello sees the opportunity to open additional satellite offices in the future if the demand for sedation dentistry continues to increase. "I tell patients all of the time, 'going to the dentist is like dating. You might have to go through a few of them before you find the one you're comfortable with,'" said Dr. Marcello. "And if that's not me, then I hope they find someone else, because everyone needs to go to the dentist." **PT**

For more information about Royal Crest Centre for Advanced Dentistry, visit www.royalcrestdental.com.

GREER OFFICE



PATTERSON TEAM

Neal McFadden
Region Manager (formerly Branch Manager)

Tom Miller
Sales Representative

Susan Pressley
Office Designer

Neal Clark, Paul Derrick, Scott Griffith and Ken Page
Service Technicians

From left to right:
Scott Griffith, Paul Derrick, Neal Clark and
Ken Page; Tom Miller and Dr. Ryan Marcello;
Neal McFadden and Susan Pressley.