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East Brewster Dental,
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First Impressions that Last

PRACTICE PROFILE

DENTAL PRACTICE

East Brewster Dental
Brewster, Mass.

Stephen Bellorini, DDS

OFFICE

Square feet: 1,500

OPERATORY EQUIPMENT

- A-dec Chairs, Lights, Stools and Units
- A-dec Accessory and Treatment Consoles
- A-dec Preference ICC Sterilization Center
- A-dec W&H Handpieces
- A-dec Assistina
- A-dec Lisa MB17 Sterilizer
- Air Techniques AirStar 30C/STS-5 Package
- CAESY Patient Education Systems
- Eaglesoft Practice Management Software
- PLANMECA ProMax Digital Pan
- Porter Flowmeters
- Progeny Preva DC Intraoral X-ray
- Satelec Servotome Electrosurgery Unit
- Schick Digital Sensors
- SciCan Statim 2000 Autoclave

This practice is a Patterson Advantage® Silver member



In his Cape Cod, Mass., practice, Stephen Bellorini, DDS, has perfected the “new” patient experience.

Every element of East Brewster Dental, from the décor and equipment to the technology, has been selected to provide patients with a comprehensive care experience so exciting, they’ll tell all of their friends. “We really stress the ability for our patients to get excited about our practice and generate that type of buzz,” Dr. Bellorini said. “That has channeled into hundreds of patient referrals.”

Vigorous staff training and an all-inclusive new patient checklist have helped Dr. Bellorini create positive first impressions that last. Since he opened his doors in December 2008, he has welcomed 800 new patients. “I credit that to his vision and the special things that he does to take care of the patient,” said Rhode Island Patterson Sales Representative Dennis Coit.



Making A Life Change

Dr. Bellorini owned a successful practice for 18 years in Connecticut before beginning his new adventure in Cape Cod. When he remarried in 2008, he and his wife, Marcy, decided to move to the Cape and start a brand new practice. “It was an exciting opportunity to make a life change,” he said.

Dr. Bellorini worked with the Patterson Dental Connecticut Branch for years, so when he decided to move, he didn’t hesitate to partner with the Patterson Rhode Island Branch, which services the Cape Cod area. “The Patterson folks from Connecticut took such great care of him and that started the process,” said Coit. “It was truly a team effort.”

Locating a space on the Cape for his new practice wasn’t an easy task. The peninsula of Cape Cod is unique for several reasons. First, there are strict regulations for commercial businesses, as well water restrictions, which made it impossible for Dr. Bellorini to set up his practice in certain locations. Also, population on the Cape plummets during the »



non-tourist winter months – especially farther from the mainland – which can be detrimental to business.

For two years, Dr. Bellorini combed the Cape for the right spot. Coit and Rhode Island Equipment Specialist Joe Hood helped identify potential locations and met with the doctor on the weekends to prepare for his move. With the help of a realtor, Dr. Bellorini found a suite in a medical building in Brewster, Mass. Not only did the office fit his square-footage specifications, its proximity to the mainland would allow him to draw patients from surrounding communities and maintain a consistent patient base year-round.

Lessons Learned

After working for several years in an outdated office that had been retrofitted for technology, Dr. Bellorini knew that he needed to plan for technology upfront to ensure that everything flowed seamlessly in his new practice. Patterson Office Designer Susan Nagel and Hood prepared a floor plan that incorporated all of Dr. Bellorini's technology choices and allowed for future technological growth. They completely gutted the suite to create his state-of-the-art four-operatory practice.



Dr. Bellorini learned another important lesson in his previous practice – work with one supplier for everything. Previously, he purchased his hardware and software from two different companies, which caused frustration. This time around, he relied on Patterson Dental for all his new practice needs: practice management software, computer hardware, technology and equipment. "I wanted to stick to one company for everything – a single company that would stand behind their products," he said. "With Patterson, I just have to call one person and they have all the information and they can solve the problem without a lot of down time."

From CEREC, Patterson computers and CAESY Patient Education Systems to Eaglesoft software, Schick digital imaging, Sopro integrated cameras and a PLANMECA Promax digital pan, Dr. Bellorini has every technological base covered in his practice.



All of this technology helps Dr. Bellorini provide a truly comprehensive dental experience for patients. In the reception area, Smile Channel delivers educational content and information about the services provided at East Brewster Dental. In the operatories, ceiling-mounted flat panel monitors allow patients to view their digital and intraoral images stored within Eaglesoft. Dr. Bellorini relies on CAESY to deliver information to patients, saving him time and increasing case acceptance. "CAESY is a no brainer for case acceptance," he said. "I can basically just tell patients, 'this four-minute video is going to tell you what you need to know and I will come back and answer any questions.' Nine out of 10 times, the patient has no questions – CAESY takes care of it for me."

Dr. Bellorini has been a CEREC user for several years and brought his CEREC machine to the new practice. In his previous practice, the CEREC milling unit was housed in a cabinet, but in his new space, Dr. Bellorini made sure to place the milling unit in the hall, where patients can easily watch their crowns being milled. "Showing them what this technology can do for them is a big practice builder," said Dr. Bellorini.

For years, Dr. Bellorini had struggled with the frustrations of outdated equipment that required extensive repairs. This time around, he wanted chairs that were hassle-free and required very little maintenance. At the advice of Hood, he selected A-dec chairs and cabinetry for his operatories. "I trusted and had faith in my equipment specialist's recommendations," he said.

The operatories in Dr. Bellorini's previous practice felt cramped because there were cabinets on both sides. In his new practice, Dr. Bellorini went with 12 o'clock treatment consoles and cabinets on the assistant's side, leaving his side cabinet-free. This allows him to easily bring in his CEREC machine and move around on his side with increased freedom and comfort. Currently, three of Dr. Bellorini's operatories are equipped, and he has plans to equip the fourth as a hygiene room in the future.

Dr. Bellorini's Sopro intraoral cameras integrate effortlessly with his A-dec delivery system. With an intraoral camera at his fingertips, Dr. Bellorini can take before, during and after images with ease. "If a camera is set up in a similar fashion as a handpiece, then we make it easier for the doctor to use it and they're more likely to use it," said Hood.

Cape Cod residents have been extremely receptive to Dr. Bellorini's cutting-edge technology. "We generate great patient feedback from the care we produce and the technology we utilize with every person. It's a very powerful tool to differentiate us from other practices in the area," he said. >>

First Step To A Positive First Impression

Dr. Bellorini wanted to create a positive first impression the moment patients stepped into his practice. He also wanted to differentiate his new practice from the older, established practices in the area. So, he hired an interior decorator to bring to life his vision for a tranquil, comfortable space. "Cape Cod is really rustic and has an older generation. Many of the dental practices have been there for years and he absolutely did it right," said Coit.

To create the most soothing, positive patient experience possible, Dr. Bellorini's interior designer selected a neutral color scheme, with cream tones as a base and soft greens and blues as accents. In the reception area, clean-lined sofas and an oversized coffee table with wrought iron accents, Asian-inspired décor, plus freshly brewed coffee and a juice bar, offer patients a comfortable waiting space. Pearlescent mosaic tiles add a touch of sparkle to the sleek and modern reception desk.

In the hall, a divider wall in rich amber glass separates the A-dec sterilization area from the hall, while still keeping it visible and accessible. Light bamboo flooring and natural wood cabinets throughout the practice make the space feel light and airy. "People walk in and they're wowed," said Coit. "They're not used to a dental practice that is so tastefully and well done."



Growth, Driven By Referrals

Dr. Bellorini acknowledges that he had mixed feelings about building a new practice during a suppressed economy – but he couldn't be happier with the results. "I felt that the type of practice I was creating was unique to the area of Cape Cod that I'm in and that gets reinforced by patients who come into our practice and give compliments on staff and the atmosphere in the practice," he said.

Patient referrals have been the driving force for the practice's phenomenal growth in the first year. In fact, Dr. Bellorini has almost completely stopped using external marketing, opting instead for internal promotions and patient referral programs to keep the growth going. He understands that creating positive first impressions is the best way to grow his practice. "We've worked very hard on the new patient experience," said Dr. Bellorini. "That has been key to solidifying our relationship with patients."

Dr. Bellorini brings in an associate part-time to perform implants, but he has no plans to expand his practice or bring in a full-time associate anytime soon. "My focus right now is to enjoy being in this practice," he said. "I want to generate a good practice for myself, enjoy life and enjoy the challenges it brings." **PT**



From left to right:
Back: Brian Hazard, Glenn Davenport, Scott Hicks and Joseph Hood
Front: William Coates, Dr. Stephen Bellorini, Dennis Coit and Susan Nagel

PATTERSON TEAM

William Coates, *Branch Manager*
Dennis Coit, *Sales Representative*
Joseph Hood, *Equipment Specialist*
Glenn Davenport, *Service Technician*

Scott Hicks, *Service Technician*
Brian Hazard, *Service Technician*
Colin Fela, *Service Technician*
Susan Nagel, *Office Designer*

