



PRACTICE PROFILE

DENTAL PRACTICE

Gust Orthodontics
Newton, Kan.

Locations in Great Bend, Hutchinson
and McPherson

Jeffrey E. Gust, DDS, MS

OFFICE

Square feet: 2,749

Five operatories and two consult/records chairs

OPERATORY EQUIPMENT

- Forest 5400G Duo Cart Unit
- Midmark Cabinetry
- Midmark Ortho Treatment Cabinets/Delivery Units, Chairs, Lights and Stools
- Midmark M11 Sterilizer
- Midmark PowerAir Compressors
- Midmark Vacuums
- PLANMECA Chairs
- PLANMECA ProMax Digital X-ray

This practice is a Patterson Advantage® Silver customer.



Good Samaritans

A dental community rallies around a fire-stricken dental practice and helps put dentists back to work.

When Wichita Branch Manager Angie Holladay heard about the fire at the Old Mill Building in Newton, Kansas, the Monday before Thanksgiving, she knew that the dentists who practiced there would be in need. She drove from the branch office in Wichita to Newton, about 20 minutes away, where Doctors Harold Gregg and Thomas Bette had practiced for more than 30 years. When she arrived at their office, heavy smoke was lingering in the corners and the doctors were assessing the damage. "I introduced myself and said, 'If there's anything we can do to get you up and running, we'd be glad to help,'" Holladay said.

While Patterson was reaching out to the doctors, the tight-knit Newton community, where Dr. Gregg is from, was lending a helping hand as well. Dr. Nicole Gust, a general dentist and the wife of a local orthodontist, Dr. Jeff Gust, grew up in Newton and had heard about the fire from her family. She called Patterson Dental Equipment Specialist Adam Halabi and offered to help the doctors in any way that she and her husband could.

Dr. Jeff had been renting a temporary space in Newton and developing a loyal patient following. After two years, he felt he had generated enough business to justify building a permanent practice. On the main street in downtown, Dr. Jeff found an ideal space to renovate and with the help of his Patterson team, including Halabi, the new practice was slated to open in January 2010.

Halabi spoke with Holladay and they brainstormed a number of ways to help Drs. Gregg and Bette. They came to the conclusion that temporarily working out of Dr. Jeff's new practice space before he moved in might be the best solution. Holladay called the doctors and suggested that they stop by Gust Orthodontics later that day.

When Drs. Gregg and Bette dropped by the Gust practice that afternoon, Halabi and Dr. Nicole were in the process of installing the new practice equipment. Dr. Nicole greeted the doctors and Halabi showed them the new PLANMECA and Midmark chairs, Midmark units and Forest lights that he and his team were installing.

Even though the doctors weren't Patterson customers, Halabi said he and his team wanted to do something. "We did this because the doctors had a problem and, like any neighbor or friend, we wanted to help," Halabi said.

Though his new office wasn't scheduled to open for another six weeks, Dr. Jeff called the doctors that evening to offer them his space. When they accepted, the Patterson team sprung into action. Halabi took stock of the doctors' equipment and arranged to loan them a portable X-ray machine and Patterson laptops with Schick digital imaging. Patterson trainers were called in to provide instruction to Drs. Gregg and Bette, who were new to the digital X-ray technology.

One week later, the doctors were up-and-running from Gust Orthodontics. With minor modifications to the equipment by Halabi and his team, Drs. Gregg and Bette quickly adapted to the orthodontic treatment area, which features five chairs in open bays separated by cabinets. "I think it took the doctors a bit to get accustomed to the open setup. Our equipment is a little different, but they were still able to perform procedures with a little adjustment," Dr. Jeff said. >>



In addition to outfitting the temporary practice, the doctors also needed to replace chairs damaged by smoke from the fire. The doctors had always been loyal fans of the A-dec brand, which they had used for their entire career, including dental school. However, their existing supplier had offered them alternatives.

Halabi invited them to test out various models in the Wichita Branch showroom. After examining several different manufacturers, the doctors reaffirmed that they preferred the A-dec brand. Halabi contacted his A-dec Territory Manager Dan Pulliam and asked for help rushing the doctors' order.

When he placed their order for A-dec 511 and 300 series chairs, Halabi was able to expedite it through A-dec's "Doctor Down" program. By the second full week in January, Drs. Gregg and Bette were back in their own location with their new chairs and ready to practice.

While he and his partner are enjoying their new equipment, Dr. Gregg joked that having a fire isn't the best way to get a new practice. Thankfully, he said, with outreach from the community they were able to get back on their feet after only seven weeks. "We've had so much help from everyone here in town. Other dentists helped cover for us when we were down, people helped us move and helped us clean," Dr. Gregg said. "And we're so thankful to Patterson for all that they did for us."

Less than one week after Drs. Gregg and Bette moved out, Dr. Jeff moved in. He held a ribbon-cutting and open house, and welcomed patients into the new office on January 14.

Halabi is in awe of the generosity exhibited by the Gusts. "How many people would say, 'Here's our brand-new stuff, you can use it before we do'? Dr. Jeff and Dr. Nicole are two of the nicest people in the world," he said.

For Dr. Jeff, the experience deepened his working relationship with Drs. Gregg and Bette. "It was a good experience and I'm glad I was able to help them out in their time of need," he said.

Angie Holladay seconds that attitude. "Our great service is what Patterson Dental is known for." **PT**

For more information on Gust Orthodontics, visit www.gustortho.com.



From left to right:
Chad Daniels, Kevin Mann, Paul Mastrobuono, Dr. Jeff Gust, Adam Halabi and Angela Holladay

PATTERSON TEAM

Angela Holladay, *Branch Manager*
Paul Mastrobuono, *Territory Representative*
Adam Halabi, *Equipment Specialist*
Chad Daniels, *Service Technician*
Kevin Mann, *Service Technician*
Tom Vickers, *Service Technician*

