

PRACTICE PROFILE

DENTAL PRACTICE

Alan Stein, DDS
Northridge, Calif.

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OFFICE

Square feet: 2,700

OPERATORY EQUIPMENT

- Air Techniques AirStar 30/VacStar 50H Package
- Aribex Nomad Handheld X-ray
- Biotec N-Line Treatment Center
- Biotec N-Line Cabinetry
- Biotec Statement Series Cabinetry
- Brewer Design Stools
- Digital Doc Icon Intraoral Cameras
- Eaglesoft Practice Management Software
- Forest Chair, Light and Unit
- J Morita Veraview IC-5 Digital Pan
- Proma Lights and Units
- Royal Chairs
- Schick Digital Sensors

The Best of Both Worlds

When long-time Northridge, Calif. dentist, Alan Stein DDS decided to move to a new office, he wanted the best of both worlds in his updated space: quality equipment and leading-edge technology.

Dr. Stein's Patterson Equipment Specialist Bob Mothershead was able to help him achieve both goals in his new seven operatory, 2,700-square-foot practice. "I decided with this office that if I went with the highest level of operatory equipment that I would have to pass on other pieces of equipment that I wanted. Bob said, 'We have a whole line of equipment. I can show you something that is good and comfortable that will save you money,'" said Dr. Stein.



Dr. Stein met with Mothershead at the California Dental Association (CDA) meeting in Anaheim in May 2009. There, Mothershead showed Dr. Stein the array of equipment manufacturers he could select from. Dr. Stein was immediately impressed with both the aesthetics and functionality of Royal Dental Group's operatory chairs and Biotec cabinetry. "I said, 'Give me one of those and one of those,'" said Dr. Stein. "It was really simple to select my equipment and Bob was a great resource."

Room to Grow

For the past 30 years, Dr. Stein provided dental care in a solo practice across the street from Northridge Hospital. He built up a solid patient base over the years, but as technology marched on, he realized that his practice wouldn't be able to grow the way he wanted in the existing space. "His practice was run down and his growth was stymied because his office would not allow him to grow," said Mothershead.

Still wanting to stay near the hospital, which is where many of his patients work, Dr. Stein kept his eye on a building adjacent to the hospital for available suites. When one became vacant, Dr. Stein jumped on it. But he needed a dental supplier to help him transform the suite into a dental practice. Dr. Stein turned to

Mothershead and Patterson Office Designer Robin Janowski after hearing praise about them from several friends. "The people who were the happiest said they worked with Bob and Robin," he said. "I couldn't have built this without them. They were the highlight of the whole experience."

Janowski and Mothershead worked with Dr. Stein to help him create his new floor plan. "I took a suite that was totally inappropriate for dentistry, but Robin and Bob came out and they looked at the floor plan, and designed it from the ground up," he said. "I told them what I was looking for and they said, 'No problem.'"

In his new floor plan, Dr. Stein made sure to add small touches that would make patients more comfortable – a consultation room for meeting and greeting, and windows at the front desk to allow for private conversations between staff and patients. Nine-foot ceilings in the operatories help the space feel open and airy, while diffusing noise.

Dr. Stein equipped five of his hygiene operatories with Royal chairs and Biotec cabinetry. In his largest operatory, which is reserved for lengthier procedures, Dr. Stein selected a Forest Dental chair because he felt it provided a little extra comfort for his patients. "I was able to equip different rooms for different functions, plus I >>

was able to afford the other equipment that I wanted," said Dr. Stein. His seventh operatory is currently empty, but he plans to equip it in the future.

As part of his office redesign, Dr. Stein changed the configuration of his operatories from right-hand delivery, to over-the-patient delivery for himself, and rear delivery for assistants. "It has helped with comfort," he said. "And at some point I will bring in an associate, and you never know if you'll have a right- or left-handed associate, so I'm set. This way you just roll the units around and switch places."

Technology's Many Benefits

Because Dr. Stein's previous practice was outdated, he wasn't able to go digital until he moved to his new practice. Schick sensors help Dr. Stein and his staff take crystal clear images and eliminate the hassles they experienced with film X-rays. "I'm not waiting for 20 minutes for a full mouth of X-rays, only to find out there's a problem with processing. Those aggravations are gone," he said. Dr. Stein opted for Nomad portable X-ray units instead of arms on the operatory walls. He uses a DigiDoc intraoral camera to take photos of each patient's mouth and with the money he saved on his equipment, he was able to bring a J Morita Veraview IC-5 Digital Pan into the practice.

With all of his intraoral images and digital X-rays integrated into Eaglesoft and displayed on flat panel monitors in his operatories, Dr. Stein is able to clearly show patients what is going on in their mouths. Case acceptance has increased tremendously. "Before this technology, we relied on patients to make decisions based on trust. Now, people are a bit more skeptical. There still needs to be trust between the patient and doctor, but now patients can see the problem for themselves," said Dr. Stein.

Switching from a competitor's practice management software to Eaglesoft has made everything easier in Dr. Stein's practice. "You can always read the chart, no matter who wrote it. We don't forget things during examination because the software reminds us," he said. "It also allows us to have a better handle on who is due for hygiene or follow up on patients who have dropped off the radar." Dr. Stein also uses Eaglesoft eServices to perform tedious tasks like reminder phone calls and printing statements, allowing his staff to focus more on patients and less on administrative duties.

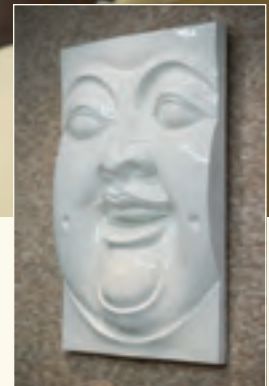
Dr. Stein has been a CEREC user since 2005, and he continues to rely on the technology to differentiate his practice and offer his patients a valuable service. "My patients like that we offer one-appointment crowns. It shows them that we value their time," he said.



LEARN MORE ABOUT

Dr. Stein's technology in a Web exclusive article on pattersonstoday.com.





No Stone Unturned

Dr. Stein selected every piece of equipment in his practice with his patients' comfort in mind – and his interior decorating process was no different. He hired an interior decorator to help him create the most relaxing environment in his practice. In the lobby, Dr. Stein chose calming earth tones and plush leather chairs. The front desk is made of stained bamboo, which looks super luxurious yet is extremely sustainable. On one side of the lobby, Dr. Stein suspended from the ceiling a sculpture of Laughing Buddha, which is a symbol of contentment in Chinese culture. "Everybody who sees the Laughing Buddha smiles because they have to. It just makes

you happy," said Dr. Stein. "I want people to be comfortable when they're here."

The warmth of the lobby extends into the hallway, where olive green walls with frosted glass sconces add a pop of elegant color. Several lighted art niches showcase some of Dr. Stein's favorite things, from a collection of unique gems to a motorcycle figurine. In the operatories, the same warm color scheme is echoed in rich wood flooring that resembles distressed decking, Biotec cabinetry in Sunstone finish and Royal chairs in Fawn upholstery.

Beyond the comfort of the equipment and aesthetics of his practice, Dr. Stein says it's

the human elements that make his practice truly special – and he has left no stone unturned. The front desk staff is trained to answer calls in two rings or less and Dr. Stein has first meetings with patients in the consultation room, rather than the operator. "It's less intimidating for them," he said.

Dr. Stein doesn't stop thinking about his patients' comfort after hours. Calls to the emergency line are routed directly to his cell phone and he follows up with each patient who has received local anesthetic the evening of their procedure. He also made sure not to raise fees in the new practice. "I wanted my patients to know that it was about them, not about me," he said. >>

From Plateau to New Heights of Success

To coincide with his practice's grand opening in September 2009, Dr. Stein organized a fundraiser for the Northridge Hospital, called the "Reasons to Smile" benefit. For the evening event, Dr. Stein invited his patients, dental manufacturers and hospital staff to tour his office, and he raised \$10,000 for the hospital's foundation. Hundreds of people attended the event, which garnered Dr. Stein some unexpected publicity.

Overall, Dr. Stein says his patients have been ecstatic about the new practice and he has doubled patient flow from the previous office just through word of mouth. "I think the proof is in the pudding," he said. "I expected a slight bump and was amazed at the results."

Dr. Stein says he feels his 30-plus-year career has been reinvigorated by the new practice and he has no immediate plans for retirement. "Your practice goes through stages and at a certain stage if nothing changes, you hit a plateau. Then you go down and you decide to retire and there's nothing left," he said. "When I hit that plateau, I knew I had to do something. And now we have doubled our patients." **PT**

For more information on
Alan Stein, DDS,
visit www.alansteindds.com



From left to right:
Bob Mothershead, Dr. Alan Stein, Ken Sartin
and Robin Janowski

PATTERSON TEAM

- Ken Sartin, *Branch Manager*
- Richard Rush, *Territory Representative*
- Robert Mothershead, *Equipment Specialist*
- Mario Garcia, *Service Technician*
- Joseph Daher, *Service Technician*
- Robin Janowski, *Office Designer*

