



## PRACTICE PROFILE

### DENTAL PRACTICE

Anderson Dental  
Kennewick, Wash.

Loren Anderson, DDS

### OFFICE

Square feet: 4,000+  
Eight Operatories; Four Outfitted

### EQUIPMENT AND TECHNOLOGY

- A-dec 511 Chairs
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 571 and Preference Mount Lights
- A-dec Preference ICC Sterilization Center
- A-dec Treatment, Accessory and Central Consoles
- A-dec 541 Delivery Unit and 4631 Duo Delivery Units
- A-dec Assistina
- Air Techniques AirStar 30 Compressor
- CEREC® AC and CEREC® MC XL
- Dentsply SPS Ultrasonic Scaler
- Eaglesoft Practice Management Software
- Midmark 354 Dual Dental Lights
- Midmark M11 Sterilizer
- PLANMECA Intra Intraoral X-rays
- Porter MXR-Flowmeter
- RAMVAC Bulldog QT 1 Vacuum System
- SciCan Statim 5000 Autoclave
- Schick CDR Elite Sensors
- Sirona Orthophos Digital Pan

*This practice is a Patterson Advantage® Gold member.*

# A Showcase for Technology



Dr. Loren Anderson's new office is a center for cutting-edge technology and enhanced patient care.

At Anderson Dental in Kennewick, Wash., technology is used to enhance patient care in all areas of practice, from diagnosis and treatment to sterilization and record-keeping.

A look inside the two oversized treatment rooms in Dr. Loren Anderson's state-of-the-art practice reveals nearly everything you need to know about this young dentist. A CEREC acquisition center is poised for service; dual monitors are placed to convey intraoral images to patient and doctor; and a comfortable leather chair, of the kind commonly found in living rooms, sits in the corner for family members of patients.

### Connecting with a Community

Though he graduated from the University of Oklahoma College of Dentistry, Loren Anderson, DDS, is originally from Sunnyside, Wash., and wanted to return to the area to practice and be close to family. He contacted



Patterson Dental for help and was put in touch with Bill Allen, a longtime territory representative from the Spokane Branch who invited Dr. Anderson on a tour of nearby Kennewick, Wash.

"Patterson to me had a name behind them that I could trust," Dr. Anderson says. "Right off the bat I was impressed. They took good care of me." Allen showed Dr. Anderson a prime area of the community where no other dentists were practicing, and in 2004, he established a two-operatory office there.

At the time, because he was just starting out, Dr. Anderson had to be selective regarding his purchases. A trip to the A-dec facility in Newberg, Ore., with the Patterson team provided the opportunity to become familiar with the brand and test-drive a variety of operatory set-ups. Allen and Patterson Dental Equipment Specialist Jack Brown helped the doctor choose several A-dec chairs and stools, and put the rest of his capital into technology like PLANMECA Intra intraoral X-rays and Schick sensors, with Eaglesoft to integrate everything into one practice management system.

In 2007, on the recommendation of Allen, Dr. Anderson started working with Mercer Advisors and taking courses at the Scottsdale Center for Dentistry. The advice he received reflected his beliefs and gave him confidence in his treatment philosophy. "Imtiaz Manji says always strive for excellence in everything, don't assume, treat everyone the best and go from there," Dr. Anderson says.

The following year, Dr. Anderson purchased a CEREC® 3D

acquisition unit and milling center. "The reason I invested in CEREC was because I liked the philosophy and science behind it. I saw it was good, sound science," he says. "I also thought about the patients, who come once and get a crown bonded to their tooth that looks more natural. So I talked to a dentist in town who had CEREC, had him do my crown and I was sold."

That investment in one-day restorations led to Dr. Anderson's expansion into implants in 2009. "When he started up, Dr. Anderson listened very closely ... to the advice that he got. He started up in the right place and didn't waste time with the wrong technical products," Brown says.

### **Planning for the Future**

For several years, Dr. Anderson focused on building his clientele while dreaming of expanding his facility. Patients appreciated his and his staff's attention to detail and the way that technology played a role in their treatment. "Our biggest educator is technology, especially through pictures," he says. "If I show you, you recognize the issues and take ownership of them. I don't have to explain as much."

As his patient numbers increased, he felt confident that soon he would be able to move into a larger facility, and began looking for nearby land on which to build a practice. "I knew it would make a big difference to move into a more professional-type complex," Dr. Anderson says. »



Though he tried hard to make the numbers work, Dr. Anderson eventually realized he couldn't afford to both build new and properly outfit the space. Fred Chavallo, a local contractor he knew, agreed to build a facility a half-mile from his existing practice and let Dr. Anderson lease space with the option to buy.

After the contractor finalized the building plans, Dr. Anderson was able to work with his Patterson team to design the floor plan to his specifications for his half of the building. Aligning his current needs with those in the future was one of Dr. Anderson's biggest challenges. His philosophy regarding expansion was to grow only as necessary, yet with the new space, he was anticipating – and investing in – a need from his patients that hadn't yet developed. Brown solved the issue by advising a floor plan with eight operatories, yet only outfitting four of them to begin with.

With more than 4,000 square feet of space in which to work, Brown's floor plan design maintained a feeling of openness in all areas of the practice. He took advantage of the building's gabled ceilings and large windows to provide light and airiness in the hygiene and treatment areas. To accommodate the building features, Brown designed two of the treatment rooms to be quite large, almost like a surgical suite. Dr. Anderson's CEREC and implant technologies easily fit in the room, with plenty of space leftover for him and his staff to move around.

Outside of these treatment rooms, Brown housed the CEREC® MC XL milling machine in a window connected to the lab.

Patients can watch their crowns being fabricated while they wait.

Many of the rooms are designed for future growth, including the pan room, where Dr. Anderson plans to house 3D imaging technology. The utility room is large enough to accommodate more vacuum pumps and equipment, when, for instance, another associate joins the practice.

The greatest change in the new practice over his prior one is the sterilization area. A-dec cabinetry is specifically designed to withstand the traffic and repeated cleanings, and there is a dedicated place for all of the equipment and tools. Dr. Anderson valued the importance of the sterilization area and requested that it be highly visible to patients. It's also easy for the staff to access. "The sterilization center was hands down the biggest change clinically for us here," he says.





Rounded corners on the outside of the office rooms lessen the clinical feeling of the practice; interior design elements, selected by Dr. Anderson's wife, Danielle, and the contractor's wife, create a homey feel. They opted for a neutral color scheme that wouldn't quickly go out of style, darker accents to contrast the natural light coming into the practice, and faux-wood heavy-duty vinyl flooring that can withstand high traffic.

The practice officially opened in April 2010 and patients responded very positively. "They love it! They love the building and I have noticed an increase in patient acceptance of bigger cases. I think it's because they feel more confident in my abilities here," Dr. Anderson says.

### Staying On the Cutting Edge

While there are a number of new dentists moving into the Kennewick area, Dr. Anderson continues to set his practice apart through technology. Continuing education courses help him stay abreast of technology developments and he takes part in as many classes as possible each year.

"I don't do anything the same as I did five years ago. I think it's important ... to look at what we're doing in dentistry and upgrade if we're using outdated technology," Dr. Anderson says. "I think we need to ... make sure we're not providing a substandard level of care."

"Dr. Anderson really understands the importance of technology »



and every aspect of it, not only from a better dentistry perspective, but also in terms of building customer relationships," Brown says. "He uses technology to the full extent of its sales capabilities. He does better treatment planning and his case acceptance has moved up."

When it comes to building a new practice, Dr. Anderson advocates taking a measured approach. "Start out smaller than you think and let yourself feel the pressure of growth. And don't skimp on quality."

Without the support of his Patterson team, and Scottsdale and Mercer partners, Dr. Anderson believes he and his staff would not be experiencing such success today. "Surrounding myself with people who know what they're doing helps me do what I do best. I'm good at dentistry, but ... I can't do excellent dentistry by myself." **PT**

For more information  
about Anderson Dental,  
visit [www.kennewicksmiles.com](http://www.kennewicksmiles.com).



From left to right:  
Jim Martin, Dr. Loren Anderson, Bill Allen, Jack Brown and Chris Whited

## PATTERSON TEAM

Jim Martin, *Branch Manager*  
Bill Allen, *Territory Representative*

Jack Brown, *Equipment Specialist*  
Chris Whited, *Service Technician*

