



Keeping the **Mission Alive**

PRACTICE PROFILE

DENTAL PRACTICE

Associated Dentist
Saint Paul, Minn.
Roseville, Minn.

David Resch, DDS
David Miller, DDS
Norman Coates, DDS
Julio Heller, DDS
Laura Howley, DDS
Douglas Keim, DDS
Sam LaChance, DDS
Barbra Lee, DDS
Stacy Shearen, DDS
Richard Wiberg, DDS

OFFICE

Square feet: 12,647

EQUIPMENT

- A-dec Treatment Consoles
- A-dec 511 Chairs
- A-dec 532 Traditional Delivery Units
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec 571 Lights
- A-dec Decade Plus 1221 Chairs
- A-dec Radius 2122 Traditional Delivery Units
- A-dec Radius 7115 Assistant's Instrumentation
- A-dec Radius 6300 Lights
- A-dec Assistina Plus
- Air Techniques AirStar 70 Compressors
- Dentsply Cavitron Plus 30K Ultrasonic Scaler
- Midwest RDH Hygienist Handpieces
- Midwest Stylus Mini 540S Handpieces



- Midwest Handpiece Attachments and Motors
- Miele Dental Washer Disinfector
- PLANMECA Intraoral Wall Mount X-rays
- PLANMECA ProMax Digital Pan
- RAMVAC Bison Vacuum System
- SciCan Bravo 17 Sterilizer
- SOPRO 717 Integrated Intraoral Cameras

TECHNOLOGY

- CEREC AC
- Schick CDR Digital Sensors
- Schick USBcam2 Intraoral Camera

Since 1973, Associated Dentists has been a cornerstone of the St. Paul, Minn., dental community. Started by nine doctors, affectionately called "the founding fathers," Associated Dentists was one of the first group practices in the country.

Though modern in its day, 37 years later, Associated Dentists was still practicing with original equipment and office space that hadn't been updated since the early '90s. "The facility was so worn and the equipment was on its last days," said Associated Dentists Practice Administrator Keith Robberstad. "If we were going to be in business, we had to do something."

In 2009, Associated Dentists undertook a massive remodel to breathe new life into the practice. Relying heavily on their Patterson team, Associated Dentists created a state-of-the-art office that will allow the doctors and



staff to keep the mission of the founding fathers alive for many years to come.

Investing for the future

Though the founding fathers have long retired, their mission of innovation and partnership with Patterson has lived on through the practice's four partners, Dr. David Resch, Dr. David Miller, Dr. Sam LaChance and Dr. Julio Heller, and Practice Administrator Keith Robberstad. "Each of the founders had a special relationship with the reps and owner of Patterson," said Robberstad. "And I'm quite confident that Patterson was a key partner in having us come together in the first place."

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– Keith Robberstad, Practice Administrator

Over the years, associates Dr. Norman Coates, Dr. Laura Howley, Dr. Doug Keim, Dr. Barbra Lee, Dr. Stacy Shearen and Dr. Richard Wiberg joined the practice. The doctors remained successful in the outdated space; however, they knew that significant changes were necessary to keep the practice flourishing.

As they began planning their practice update, the doctors didn't hesitate to contact Patterson Sales Representative John Anderson, who has been working with the practice since 1985. Anderson participated in preliminary planning discussions with the doctors and introduced them to Patterson Equipment Specialist Scott Mans, who provided assistance with floor plan design and equipment selection.

Starting from scratch

The doctors considered several options for improving the practice, including moving it to a new location, remodeling the existing building or tearing the practice down and rebuilding. After completing a financial analysis, they determined that a remodel was their best option.

Initially, the doctors planned to keep the existing floor plan as-is; however, Mans expressed concern about this approach. "The operatories were too small and the hallways were too narrow," said Mans. The doctors decided that if they were going to do the remodel, they wanted to do it in the most effective way possible, which meant starting from scratch. "We really needed to do it right," said Dr. Resch. "So we ripped everything apart and created new operatories, new walls, new everything."

Mans worked with the architect to design a new floor plan for the two-story, 12,647-square-foot practice that completely separates the clinical area from the reception and business areas of the practice. On the first floor is the reception area, spacious »



restrooms, a staff break room and a lab. On the second floor, there are 16 treatment rooms, nine hygiene rooms, a sterilization area, office space and an area for patients to check out and schedule follow-up appointments. An elevator was added for patients who are unable or prefer not to take the stairs.

Previously, the doctors' offices were small and located on opposite ends of the practice. The new layout includes a large, private office space on the second floor, where the doctors can work and collaborate with each other. "Sometimes in the old building, the dentists wouldn't even see each other for many days at a time," said Robberstad. "Now they're able to touch base from time to time, which is good for everyone."

Looking ahead

Though Associated Dentists had added technology to the practice before the remodel, the size and configuration of the operatories made effective integration a challenge. "It was crammed into our small rooms," said Dr. Resch. "We needed a facility that could handle our technology."

To accommodate their current and future technology needs, the treatment and hygiene rooms were expanded. Now, two computer monitors – one for staff and one for patients – fit comfortably in every room. Plus, each of the treatment rooms now has an easily available PLANMECA Intraoral Wall Mount X-ray unit.



The doctors selected A-dec 511 chairs, A-dec 532 Traditional Delivery Systems and A-dec 545 12 O'Clock Assistant's Instrumentation for the treatment rooms. In the hygiene rooms, they went with A-dec Decade Plus 1221 chairs, A-dec Radius 7115 Assistant's Instrumentation and A-dec Radius 2122 Traditional Delivery Units. In every room, SOPRO 717 intraoral cameras are integrated into the A-dec delivery systems. "Some of the doctors were looking into other equipment options, but when they saw the craftsmanship of A-dec, they were done," said Anderson.

With so many decision makers involved in the project, coming to a group consensus wasn't always easy. However, everyone had the same goal in mind. "We decided that as we made investments or changes, we would not just solve today's problems but look ahead and make changes for the foreseeable future," said Robberstad.

Open for construction

A major requirement of the remodel was that Associated Dentists stay open during construction so the doctors could maintain productivity and continue meeting their patients needs. Together, Patterson and the doctors came up with a plan to remodel half of the practice at a time, while the doctors worked out of the other half. »





To watch a video of Associated Dentists, scan this QR Code with your smartphone.

If you don't have a QR Code reader on your phone, there are free apps available for download. Once you've got your free app, point your phone's camera at the QR Code and you'll be taken to the video!

The doctors and staff made this arrangement work by being creative with their space: moving the reception area to the lunchroom, going without doctor's offices during construction and even working out of only four operatories for two weeks. Since the practice's sterilization area had been completely remodeled just a few years before and was still cutting-edge, they were able to keep it as-is and utilize it during the remodel.

The noise and inconvenience of construction wasn't always easy for the doctors and staff. "It was tough, but our staff was outstanding. They hung in there and put up with it," said Robberstad. The nine-month remodel was completed in February 2010.

Night and day difference

Though the construction process had its challenges, the remodeled practice has completely reinvigorated the doctors, staff and patients. "I'm 59 years old and before, my back was sore and my fingers were stiff. But now that I'm working ergonomically with new equipment, most of my pains are gone," said Dr. Resch. "It's like night and day. Now, I'm thinking, '10 more years – that's not a problem!'"

Productivity continues to improve and the doctors are excited for the future growth of the practice. "This investment wasn't about the next 10 years, this was about the next 35 years," said Robberstad. "We've been in one of the toughest business climates I've ever seen and by holding our own, it's a win." **PT**

For more information on
Associated Dentists
visit www.adentists.com.



From left to right:
Dr. Dave Resch, Dr. R. David Miller, Dr. Sam LaChance, Scott Mans, Keith Robberstad,
Jim Lindau, Jon Anderson and John Dreher

PATTERSON TEAM

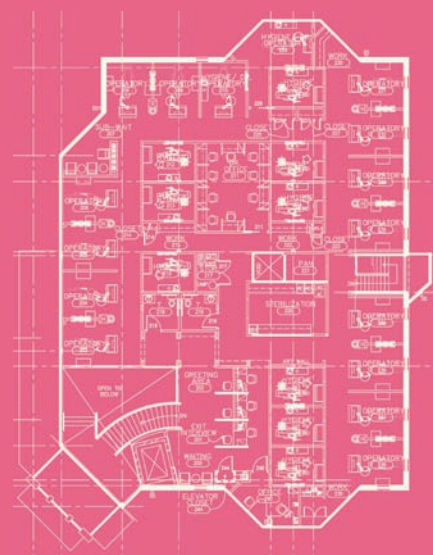
Dan Konicek, *Branch Manager*

Jerry Cluckey, *Service Technician*

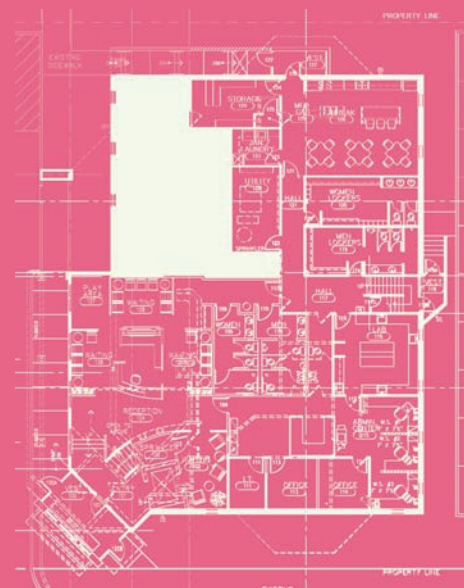
Jon Anderson, *Territory Representative*

Gary Long, *Office Designer*

Scott Mans, *Equipment Specialist*



Upper Level



Lower Level