



## PRACTICE PROFILE

### DENTAL PRACTICE

KidSmiles, Where A Healthy Smile Begins  
High Point, North Carolina

Julio Lamboy, DDS  
Mayra Ayala Rubio, DDS

### OFFICE

Square feet: 6,800  
14 chairs

### OPERATORY EQUIPMENT

- A-dec Assistina 301 Plus
- A-dec Cabinetry
- A-dec Chairs, Lights, Stools and Units
- A-dec Lisa MB17 Sterilizer
- A-dec W&H Synea Handpieces
- Air Techniques Compressor
- Air Techniques Dry Vac System
- EagleSoft Clinical Software
- EagleSoft Practice Management Software
- European Design Sterilization Center
- Midmark M11 Sterilizer
- Midwest Shorty Handpieces
- Miele G7881 Dental Washer Disinfecter
- PLANMECA Intra Intraoral X-ray
- PLANMECA ProOne Digital Pan
- Porter Digital MXR-D Cabinet Mount Flowmeters
- Porter Vanguard Manifold, Wall Model
- Schick CDR Sensors



# Smiles to Last a Lifetime

Doctors Julio Lamboy and Mayra Ayala Rubio treat High Point, North Carolina's youngest patients, in order to help them establish a lifetime of good oral health

In the waiting room at KidSmiles, parents are relaxing while across the room, children are playing with toys and wall-mounted video games. It's an idyllic scene, and definitely not what one expects in the lobby of a pediatric dental practice. The fun and relaxed environment, however, is the result of careful planning by Dr. Julio Lamboy and Dr. Mayra Ayala Rubio along with their Patterson Dental team.

### From Dream to Reality

Devotion to children's oral health is what motivated Doctors Lamboy and Ayala Rubio to begin the construction process on KidSmiles, Where A Healthy Smile Begins, just one year ago in downtown High Point, North Carolina.

The doctors both emigrated from Puerto Rico to attend dental school at Howard University College of Dentistry in Washington, D.C.



and there they became friends. After graduation, they went their separate ways with the intention of one day having their own practice, though they never planned on having one together.

Dr. Ayala Rubio, who acquired general and pediatric dentistry degrees from Howard University, moved to Atlanta and joined a large group practice there. After a year and a half, she went out on her own and was in the process of building a new practice with her Patterson Dental team when she received a call from Dr. Lamboy. He was in High Point, N.C., at a private practice and knew of a 30-year-old pediatric dental practice that was for sale. It was well-known in town and when he pitched a joint venture to Dr. Ayala Rubio, she decided to join him in High Point.

For the next year, the doctors practiced out of the five-operatory High Point practice part of the week and commuted to Atlanta to work in Dr. Ayala Rubio's newly built practice for the other part of the week. They also built a small, five-operatory practice in Asheboro, N.C. (about 45 minutes away from High Point) with their Patterson team during that time. Working in their own practices was a dream come true but ultimately their schedule was too busy to sustain for long.

In 2008, they sold the Atlanta practice to focus their efforts on North Carolina by building a state-of-the-art brand-new office in High Point. Dr. Lamboy found a prime lot one block away from the existing practice and hired a contractor. When the doctors

encountered a setback halfway through the construction process, however, the Patterson Dental team and service technicians Keith Minter, Jeff Smith and Scott Suits kept the project on schedule to open in early 2009.

### Clearing Up Misconceptions

The challenges of working with adolescent dental patients become clear when you're designing a practice. Kids have misconceptions about the dentist; they hear things from their siblings or kids at school that sometimes make them afraid to go to the dentist's office. Therefore, doctors' personal preferences for things like delivery systems or paint colors on the walls have to be let go of in favor of what helps put children at ease.

Dr. Ayala Rubio, who practices mainly with patients who are 10 years old and younger, stresses the need to view the dentist from a kid's perspective. "They have to trust you in order to open themselves...We're 'invading' their system. But once you collect their trust, they'll show you everything," she says. In order to calm their fears, the doctors explain the procedures and welcome the young patients to touch the equipment before it's used.

In every step of the KidSmiles building process, the doctors' concern for their patients' comfort was apparent. From the physical construction of the practice and the operatory equipment to the interior design elements, the doctors and the Patterson team put the patients first. >>





“Kids are so special, so innocent. We want to create a good experience for them that they’ll always remember.” – Dr. Julio Lamboy



Led by the Patterson team and A-dec Territory Manager Dale Sarjeant, the doctors visited A-dec's Newburg, Ore., facility. There, Dr. Lamboy and Dr. Ayala Rubio learned how A-dec constructs its equipment as well as how much care and planning go into every chair or cabinet.

The quality of the equipment is what impressed Dr. Lamboy. "We didn't take any shortcuts on equipment. Everything is top-of-the-line because we bought it as a long-term investment," he says. "I appreciate A-dec's commitment to quality and want that in my office."

The doctors outfitted their operatories with A-dec cabinetry, chairs, lights, stools and units. "The chair and cabinet have played the biggest role in enhancing my dentistry," Dr. Ayala Rubio says. "We work with this equipment all of the time. There's very easy access, it's so effortless." And it eliminates the fear factor for the kids: "Patients don't see the equipment – it's hidden behind them," she says.

### Plugged In for Success

While the staff takes care of patients, the practice equipment quietly hums in the background. "With great equipment, work is easier and you can accomplish a better job," Dr. Lamboy says.

There are no paper charts to clutter up the operatories or business office; EagleSoft practice management software runs on all of the practice's computers, including in the operatories. "EagleSoft is so friendly to use. It's so good with reports and it's straight to the point," Dr. Lamboy says. Plus, when working with children, every second counts – and EagleSoft saves time in the operatory, with instant access to X-rays and charts.

The doctors were surprised to learn just how much their patients like the PLANMECA ProOne digital pan. To have their panoramic X-rays taken is almost like a game. "The kids are standing and the machine comes down to their level," Dr. Ayala Rubio says. Taking standard X-rays in the operatories is also convenient and fun for patients with the PLANMECA Intra Intraoral X-ray and Schick digital sensors.

And even with intimidating procedures, the doctors have found a way to calm their patients: they use quiet, smaller-sized A-dec W&H Synea High-Speed handpieces and Midwest Shorty low-speed handpieces.

### First Impressions

Dr. Lamboy put his special touch on the practice's interior design elements, including yellow, green and blue colors to brighten the space. Bolder hues fill the waiting area and more subdued tones color the treatment areas. Dr. Lamboy selected stone and cedar wood for accents on the walls and ceiling, and landscaped outside the treatment area windows. "If I was a kid, I'd be scared [going to the dentist], so I had the idea to create a place with the Disney Channel playing all day long, and video games and calm colors that make me feel like I'm in a home, not an office," he says.

Dr. Ayala Rubio used elements from her efficient Atlanta practice to get the floorplan of the High Point space just right. The practice is physically separated into clinical and business departments, almost as if to create two worlds – one for patients and one for adults. Patient guardians and business office staff are located on one side of the practice; the doctors, patients, hygienists and assistants are on the other. This way, says Dr. Lamboy, the doctors have more control over the patient environment. >>



On the clinical side of the practice, the doctors installed a half-wall and large glass window outside of the treatment area so that waiting patients can look in on those having procedures done and “see how much fun they’re having,” Dr. Lamboy says.

There are patients, of course, who need more privacy because they are upset or require a lengthy procedure. For these cases, the doctors had two “quiet” operatories built toward the back of the practice, away from the other children and isolated for sound.

Located behind hygiene is the state-of-the-art sterilization center. Assistants have access to it from both the treatment and hygiene areas yet don’t have to travel through the hallways with sharp instruments.

### In It for the Long Run

Dr. Lamboy spared no expense on the practice, from equipment to toothbrushes. “We go the extra mile for our patients,” he says. “They receive value for the treatment they’re receiving.”

He and Dr. Ayala Rubio rely heavily on their Patterson team to keep them informed of the latest products and technologies in the dental world. “Patterson has been there for me. Tyler has been there for me. I can call him directly with anything I need and he’s there for me,” says Dr. Lamboy of Patterson Dental Greensboro Branch Manager Tyler Russell.

With the success of the High Point practice, the doctors were inspired to literally keep building on their dream. They’ll break ground this winter in Asheboro on a new practice exactly like the one in High Point, “but with even more video games and fun!” Dr. Lamboy says.

Though the doctors are young, they’ve accumulated much experience through building their practices and aren’t afraid to share their advice. “I encourage new dentists to make sure they have a vision to know what they want,” Dr. Lamboy says. “Communication with your colleagues will help you grow and communication with [Patterson] was important – it made my life easier.”

There is no one explanation for the doctors’ success, but rather many, including a staff dedicated to exceptional patient care, doctors who are enthusiastic about coming to work every day and an ever-increasing patient base who can’t wait to visit the dentist. Says Dr. Lamboy, “Kids are so special, so innocent. We want to create a good experience for them that they’ll always remember.” **PT**



From left to right:  
Patrick McGuire, John Jones, Dr. Julio Lamboy, Dr. Mayra Ayala Rubio,  
Tyler Russell, Jeff Smith, Keith Minter, Scott Suits

### PATTERSON TEAM

Tyler Russell, *Branch Manager*

Patrick McGuire, *Equipment Specialist*

John Jones, *Sales Representative*

Jeff Smith, *Service Technician*

Keith Minter, *Service Technician*

Scott Suits, *Service Technician*

