



PRACTICE PROFILE

DENTAL PRACTICE

Dental Center of Vidalia
Vidalia, Ga.

Rick Kimbrel, DDS
Kacy Morris, DDS
Stewart Hamilton, DDS

OFFICE

Square feet: 7,937

OPERATORY EQUIPMENT

- A-dec Accessory, Central and Treatment Consoles
- A-dec Chairs, Lights, Stools and Units
- A-dec Preference ICC Sterilization Center
- A-dec W & H Handpieces
- A-dec Lisa MB17 Sterilizer
- Air Techniques AirStar 50 Compressor
- Brewer Design Stools
- CEREC
- Crown Seating Stools
- DentaleZ Stools
- EagleSoft Practice Management Software
- EMS AirFlow Handy 2+ Air Polishing Unit
- Hu-Friedy Symmetry IQ 4000 Piezo Scaler
- Midmark PowerVac Vacuum System
- Midmark Stools

40 Years New

Vidalia, Georgia is best known for its namesake, the sweet onion. But what many people don't know is that this small town of 11,000 residents is also home to one of the most state-of-the-art dental practices in south central Georgia – Dental Center of Vidalia.

This 40-year-old practice has undergone a huge transformation over the last three years. New ownership, a change in focus from general practice to cosmetic dentistry and a brand-new 7,937-square-foot office has taken this practice to a whole new level. In its first week of business in the new office, Dental Center of Vidalia welcomed 48 new patients.

Patterson Dental Sales Representative Dan Stuber has worked with the practice for the past 30 years and is astounded by its transformation. "It's tremendous because the practice has been here for almost 40 years and patients have had the opportunity to come here before," Stuber said. "Patients were drawn to the new office."

Making Connections

Fifteen years ago, the practice's founder, Dr. Joe Palmer, began preparations for retirement. He knew he could count on Stuber to connect him with the perfect associate. Stuber tapped his extensive network of recent dental school graduates to find the right fit – Dr. Rick Kimbrel.

Four years later, Dr. Kimbrel had become a partner and was prepared to purchase the practice and assume the office lease so Dr. Palmer could retire. But he knew he needed an associate to assist him with the transition. Since Stuber had played an important role in kick-starting his career, Dr. Kimbrel didn't hesitate to call him for help in finding an associate to join the practice.

Around that same time, Dr. Kacy Morris had just graduated from the University of Florida and was looking to practice in Savannah, Georgia, which is approximately 100 miles from Vidalia. Dr. Morris contacted Stuber to inquire about possible associate placements in the area. Stuber met with Dr. Morris and – knowing that Dr. Kimbrel was looking for an associate – convinced her to visit with him. The doctors hit it off. "Dan is the reason that I decided to practice in Vidalia," said Dr. Morris. "Without him I never would have joined this practice." Two years later, Dr. Morris became a full partner.

As their practice grew, the doctors realized that they were ready to take it to the next level. So, Stuber introduced them to Patterson partner Mercer Advisors, a personal financial advisory, practice management and transitions company specializing in dental practice management consulting. Working with Mercer, they decided they needed a bigger office and wanted to change the philosophy of their practice to a cosmetic focus. "Vidalia is a small farming community, so this was a big step, but the more they talked with Mercer, the more they were convinced it could be done," said Stuber. They also brought on an associate, Dr. Stewart Hamilton, who had worked with Dr. Kimbrel throughout undergraduate and graduate school, making him a natural fit. »

“Patients were drawn to the new office.”

– Dan Stuber, Patterson Dental Sales Representative





Planning for Perfection

The doctors' current leased space wouldn't allow them to expand the way they wanted to, so they began the search for land to build on. In the summer of 2008, the doctors found a perfect piece of land for their new practice, complete with a pond view. "We knew we wanted to make a move," said Dr. Kimbrel.

They turned to *Patterson Today* for design inspiration. An article on Dr. David Pielak's Palm Harbor, Florida, practice in the Winter 2007 issue of the magazine piqued their interest. Dr. Kimbrel called Dr. Pielak and arranged a tour of the practice. The doctors were impressed with the roomy, 4,100-square-foot office and felt it was a great model for their new practice.



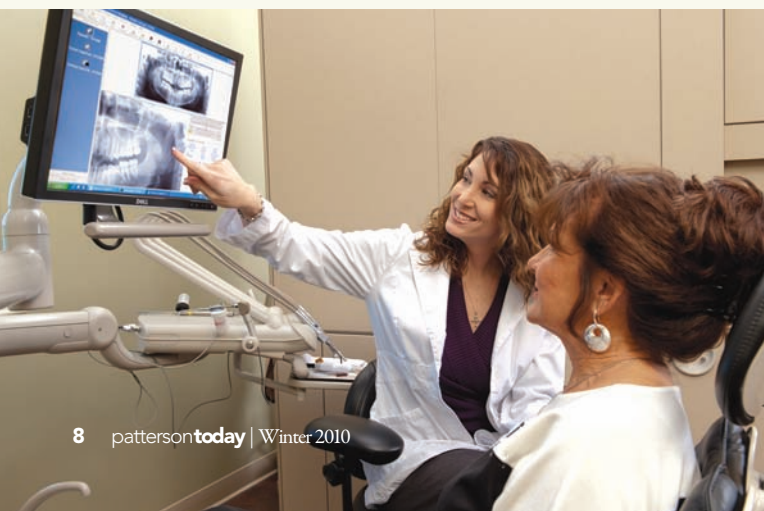
After their visit to Florida, Stuber and Patterson Dental Equipment Specialist Charles Panter invited the doctors to Raleigh, North Carolina, to draw up floor plans with Patterson Dental Office Designers Julie Cheatham and Mark Ruane. The doctors expressed their "must haves" for the new practice – two operatories for each doctor (six total), five hygiene rooms, a functional and open workflow, two consultation rooms, a conference room for training, a break room with lockers for staff, separate storage for the dentists and hygienists, a large sterilization area and a separate laboratory.

In just one day, the doctors had a floor plan they liked. Dr. Kimbrel contacted his architect, Robert Ussery of Ussery-Rule Architects, to start on the design and Harry Moses Construction, Co., was selected as the contractor. After three years of planning, they broke ground on their new practice in May 2008.



As soon as construction began, the doctors got down to business preparing for a smooth move. They brought new technology into the existing practice, allowing the doctors and staff time to get acclimated. They added a Schick digital imaging system, PLANMECA Intra Intraoral X-ray, CAESY Patient Education Systems and a CEREC 3D system. "We knew the move would be chaotic enough," said Dr. Morris. "Plus, we didn't want to wait to add the technology we felt patients deserved."

A-dec was an easy choice for the new practice, since the doctors had great experiences with the equipment in their existing practice. On a VIP tour to the A-dec facility in Newberg, Oregon, the doctors selected A-dec chairs, units and lights for the operatories.



For their new 12-foot state-of-the-art sterilization area, they went with the A-dec Preference ICC Sterilization Center and A-dec Lisa MB-17 sterilizer, plus a SciCan Hydrim instrument washer. In the operatories, they added A-dec flat panel monitor mounts at the foot of the chairs to aid them in displaying information from EagleSoft practice management software – which they've had for several years – and digital images and videos from CAESY.

"This is one of the most thought-out moves I've ever seen," said Panter.

A Modern Look in a Small Town

Dr. Morris took charge of decorating the new space. She selected gentle earth tones throughout the practice to create a look that is modern, but not so contemporary that it would alienate the practice's more conservative, rural patients. "We wanted a modern look without making it look like a loft in New York," she said.

The first thing patients see when entering the tan stucco standalone building is the half-moon stone reception desk topped by a black granite countertop. Sunny yellow walls provide a welcoming ambiance in the reception area, which has several comfortable couches and chairs, as well as a flat panel television.

In the operatories, putty A-dec cabinets and tan walls offset the black A-dec chairs, flint black countertops and espresso wood flooring. Four A-dec chairs from the existing office were recovered with A-dec replacement upholstery to match the new additions. The neighboring pond, which is visible in nearly every treatment room from the sizable windows, provides a peaceful backdrop. Modern artwork adds pops of color throughout the practice.

Patients are impressed with the gorgeous new facility. "They can't believe it's in Vidalia," said Dr. Kimbrel. "Patients understand that we didn't do it for us – we did it for them." >>

"Patients understand that we didn't do it for us – we did it for them."

– Dr. Rick Kimbrel



First-class Service

According to Dr. Kimbrel, "A lot of people thought we were crazy for doing this type of practice here," – but Dental Center of Vidalia has been highly successful in offering cosmetic dentistry to a small community. They've completed several high-end cases since they moved into the new office.

Each of the doctors performs multiple CEREC restorations per week and plans to add an additional machine in the near future. Using their laboratory to its full capacity, they are able to custom stain and glaze crowns chairside, creating a perfect match every time in just one visit. "We go the extra mile with our CEREC," said Dr. Kimbrel.

The doctors are quick to credit their Patterson team for making the new, highly successful practice possible. "Dan and Charles have gone the extra mile. If we needed them, they were in the car," said Dr. Kimbrel. "They provided first-class service throughout the whole process." **PT**

For more information on
Dental Center of Vidalia,
visit www.dentalcentervidalia.com.



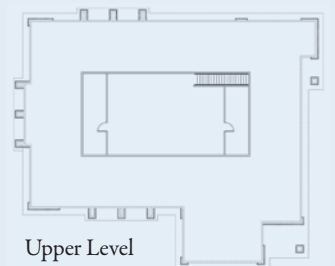
From left to right:
D.L. Rollins, John Childers, Charles Panter, Dr. Stewart Hamilton, Dr. Kacy Morris,
Dr. Rick Kimbrel, Dan Stuber

PATTERSON TEAM

- Marie Melton, *Branch Manager*
- Charles Panter, *Equipment Specialist*
- Dan Stuber, *Sales Representative*
- D.L. Rollins, *Service Technician*
- John Childers, *Service Technician*
- Julie Cheatham, *Office Designer*
- Mark Ruane, *Office Designer*



Main Level



Upper Level