



PRACTICE PROFILE

DENTAL PRACTICE

Healthy Smiles
Enid, Oklahoma

Erin Roberts, DDS
Justin Jones, DDS

OFFICE

Square feet: 5,300

EQUIPMENT

- Accutron Digital Ultra Flushmount Flowmeters
- A-dec Central and Treatment Consoles
- A-dec 511 Chairs
- A-dec Preference ICC Sterilization Center
- A-dec 6300 Lights
- A-dec 533 Continental Delivery Units
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec W&H Handpieces
- RAMVAC Bulldog QT 2 Vacuum System
- Air Techniques ScanX Digital Imaging System
- Miele G7881 Dental Washer Disinfecter
- Midmark M9 Sterilizer
- SciCan Statim 5000 Autoclave
- Midmark PowerAir Compressor
- PLANMECA Intra Intraoral X-rays
- Sirona GALILEOS Cone Beam

TECHNOLOGY

- CAESY EDGE Patient Education Systems
- CEREC[®] AC and MC XL Milling Unit
- Eaglesoft Practice Management Software

From Falling Apart To State-of-the-Art

Just over a year ago, Erin Roberts, DDS, was practicing dentistry in a cramped, four-operatory practice alongside two part-time associates and two hygienists. The condition of the building was deteriorating and the roof was leaking. “We were praying every day that it wouldn’t cave in on us,” said Dr. Roberts.

Today, Dr. Roberts’ practice is the exact opposite of the small, run-down office she used to practice in. With 10 spacious operatories, high quality A-dec operatory equipment and state-of-the-art technology, Healthy Smiles is the most modern dental office in Enid, Okla.



A new plan

After practicing as an associate for a couple of years following her 2001 graduation from the University of Oklahoma College of Dentistry, Dr. Roberts decided to branch out on her own. She purchased a small, four-operatory practice from a retiring doctor. With 30-year-old operatory equipment and no room to expand, she knew she wouldn't stay in the office long-term. "It was my five-year plan," she said.

In 2007, a property that had been for sale just a mile from her office fell in price, so Dr. Roberts decided to purchase it. Along with Patterson Sales Representative Corry Mazza and Equipment Specialist Michael Robinson, Dr. Roberts started planning her new practice.

She had a unique vision for the layout of the practice: she wanted it to resemble a smile, with operatories on a curve looking out at a garden. Though Robinson had never designed an office layout like that before, he jumped into the project headfirst, working with Dr. Roberts' contractor and architect to create a floor plan that would achieve Dr. Roberts' vision, while also being functional. "At first it scared me because it's difficult to place the utilities in a radius like this," said Robinson. "But we were able to accomplish that."

After a year of careful planning, ground broke on Healthy Smiles

in May 2009. A month later, Dr. Roberts' husband deployed for Iraq. Though her husband was gone for much of the project, Dr. Roberts knew she could count on her Patterson team for support. "I feel very blessed with the support they have given me. It's been amazing," she said.

Night and day difference

Once Healthy Smiles' floor plan was nailed down, Dr. Roberts started thinking about her operatory equipment. She entered a photo of one of her run-down operatories into A-dec's 2009 Treatment Room Makeover Contest and was one of 50 doctors awarded an all-expenses-paid VIP trip to A-dec's headquarters in Newberg, Ore. Mazza and Robinson accompanied Dr. Roberts on the trip to assist her in making equipment selections.

At the A-dec facility, Dr. Roberts test-drove an array of chairs and operatory configurations. She decided to equip six of her 10 operatories with A-dec 511 chairs and Radius delivery units. Alternating divider walls and A-dec central consoles, which conserve space and add more functionality, separate her eight semi-private operatories. Two private surgical operatories – one at each end of the curved hall – are completely walled off and have doors. "The trip helped her see all of the possibilities," said Robinson. »



Dr. Roberts' spacious A-dec Preference ICC Sterilization Center is a sharp contrast to her prior practice's tiny and unorganized sterilization area. "It has made a night and day difference in terms of functionality," said Dr. Roberts.

Letting technology shine

Dr. Roberts had previously invested in technology in her old office – computers in the operatories, digital X-rays, a Sirona GALILEOS cone beam system and CEREC – but its full potential was limited by the building's shortcomings.

In her new practice, Dr. Roberts' technology shines. Previously, patients were forced to crane their necks to view images on the monitor behind them, but today, Dr. Roberts and her staff are able to show patients their cone beam and X-ray images along with CAESY patient education presentations on flat panel televisions displayed on A-dec overhead monitor mounts. "Now, we can pull the monitor close to them and engage them," said Dr. Roberts.



Dr. Roberts had used Dentrix practice management software in the past but switched to Eaglesoft because its capabilities better aligned with her goal of going paperless in the new practice. "When we were thinking about going paperless, we compared Eaglesoft to Dentrix and it seemed to have a broader range of capabilities," said Dr. Roberts. Healthy Smiles also uses many of Eaglesoft's eServices to save staff precious time.

For the new office, Dr. Roberts upgraded her CEREC® 3D to CEREC® AC powered by Bluecam. In her reception area, she added two enclosures with glass panes for her MC XL milling unit, where patients can watch crowns being milled. She plans to add an additional MC XL milling unit in the future. "Dr. Roberts knows CEREC is going to be integral to her office, so we incorporated two milling unit displays into the building design," said Robinson.





Home sweet home

Every aspect of Healthy Smiles' design and décor was designed to make patients feel like they're in a warm and welcoming home, rather than a clinic. The reception area resembles a living room rather than a waiting area, with a cozy overstuffed couch, a large table, brick fireplace and lots of personal touches like plants, vases and candles. Dr. Roberts took a recommendation from Scottsdale Center of Dentistry CEO Imtiaz Manji and created an entry/exit area at the business desk that allows the office staff to come around and personally greet patients. This personal interaction makes a patient's experience even more comfortable.

In the operatories, large windows allow patients to take in the view of the garden outside. Though the hallway is long, the curved layout creates a warm, homey feel. "Even though it's a 10-operator clinic, which can look very bland and clinical, the curve gives you a more personal feeling," said Robinson.

Dr. Roberts' patients are appreciative of the comfortable atmosphere she has created for them at Healthy Smiles. "They love it," she said. "They say, 'I feel like I'm at home,' and they just want to stay for a while and take a nap in our chairs." They're also impressed with how modern the practice is, comparing Healthy Smiles to the state-of-the-art practices they've visited in the nearest metropolitan area, Oklahoma City, an hour and a half away.

She also believes that patients can see the difference in her and her staff here in the new, spacious and fully equipped practice. "Our attitude is different. We're not on top of each other, standing over each other or trying to squeeze through the hallway anymore," said Dr. Roberts. »



Positive growth

Construction was completed on Healthy Smiles in December 2009. The new building affords Dr. Roberts and her staff the flexibility and space to see more patients and perform more procedures while working fewer hours. "If there is a cavity, I can go ahead and do it that day. That alone has increased production," said Dr. Roberts.

Dr. Roberts currently has one associate, Justin Jones, DDS, and she would like to add an additional associate in the near future. She'd also like to bring new specialties, like endodontics, to her practice, saving her patients the long drive to Oklahoma City for referrals.

Though the practice opened during challenging economic conditions, growth has been increasingly positive. "We have already weathered the storm," said Dr. Roberts. "We are going to continually improve on production and everything is going to go up from here."

Dr. Roberts' husband returned from Iraq in June 2010, just in time to enjoy the flourishing practice she has built. "Building a new practice and having my husband overseas was probably the most stressful time of my life, but I had faith that everything was going to be all right," she said. "And we came through it just fine."

For other doctors contemplating a new practice, Dr. Roberts offers a recommendation: "Close your eyes and just do it. Have faith in your abilities." **PT**

**"Close your eyes and just do it.
Have faith in your abilities."**

– Dr. Erin Roberts



From left to right:
Corry Mazza, John McKenzie, Michael Robinson and Dr. Erin Roberts

PATTERSON TEAM

Michael Robinson, *Territory Representative (former Equipment Specialist)*
Corry Mazza, *Territory Representative*
John McKenzie, *Service Technician*

