

WINTER 2011 PATTERSON TODAY | IMAGE AESTHETIC DENTISTRY | LOMA LINDA, CALIFORNIA | SQUARE FEET: 1,750



The Ultimate Patient Experience

PRACTICE PROFILE

DENTAL PRACTICE

Image Aesthetic Dentistry
Loma Linda, Calif.

Roger Gilbert, DDS

OFFICE

Square feet: 1,750
4 Operatories (plumbed for a fifth)

EQUIPMENT

- A-dec 511 Chairs
- A-dec Central and Treatment Consoles
- A-dec 571 and 6300 Lights
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 542, 545 and 4631 Delivery Units
- A-dec 9-foot SteriCenter
- A-dec Lisa MB17
- A-dec W&H Handpieces
- Air Techniques AirStar 30 Compressor
- Midwest Handpiece Air Station
- RAMVAC Bulldog QT Combo Vacuum System

TECHNOLOGY

- CEREC® 3D compact milling unit
- Eaglesoft practice management software
- PLANMECA Intra Intraoral X-rays
- PLANMECA ProOne Digital Pan
- PLANMECA ProSensor Sets (size 1 and 2)

This practice is a Patterson Advantage® Gold member.



With a “patient-first” philosophy, Roger Gilbert, DDS, has made a name for himself in Loma Linda, Calif. As a top cosmetic dentist in the area, he prides himself on going above and beyond expectations to give his clients a unique experience when they come to Image Aesthetic Dentistry, his four-operator practice.

While his focus has always been the patient, Dr. Gilbert felt that his previous practice did not exemplify the high caliber dentistry he performs. Seeking out the best equipment, technology and interior design, Dr. Gilbert created a place where patients immediately know they’re in the best of hands.

Walking the Walk

As a young adult growing up in Trinidad (a small island country in the Caribbean off the coast of Venezuela), Dr. Gilbert saw an opportunity to help others by becoming a dentist. He attended Loma Linda University on the recommendation of his dentist and discovered how much he liked to care for people by transforming their smiles. Though he obtained a general dental degree, cosmetic dentistry became his passion – one he continually pursues through advanced cosmetic training and ongoing continuing education. “Cosmetic dentistry is what I love to do. There’s nothing, in my opinion, that can give such satisfaction as seeing your patients smile at their results,” he says.

Dr. Gilbert’s dedication to his patients isn’t unusual in the dental community, but he wanted to illustrate it in a way that he wasn’t seeing in Loma Linda. “If I wanted to compete in the 21st century at the level I wanted, I had to have a facility that reflected that,” he says.

Practice Space

In 1995, Dr. Gilbert purchased an existing practice from a doctor in nearby Grand Terrace, Calif. With a design aesthetic from the 1960s and a mix of old and newer equipment from a variety of manufacturers, the 1,200-square-foot space lacked continuity from operatory to operatory. While he longed for a chance to remodel, Dr. Gilbert’s primary focus was patient care and his obligations as a teacher of restorative dentistry at Loma Linda University School of Dentistry.

In 2005, however, Dr. Gilbert’s entire practice environment began to change. Patterson Dental Territory Representative John Canino introduced the doctor to CEREC digital restorative technology as a cost-effective and practical way to differentiate his practice from others in the area.

With one-appointment restorations and in-house milling, CEREC took Dr. Gilbert’s practice to a whole new level of patient satisfaction. “[With CEREC], I offer solutions to my patients. Rather than having to put a crown on every tooth, I can be conservative with the treatment. Patients are always wowed by the technology,” he says. The technology transformed the way Dr. Gilbert practices – and the level of care his patients have come to expect.

Canino helped Dr. Gilbert to see that his office space was not equal to the care he was providing, as it said nothing about who he was or his capabilities. “I encouraged him to look at his practice through »



the eyes of his patients. With that in mind, he began to change what he could to improve the look and feel of his practice, to make patients more comfortable and to better reflect his personality and skills," Canino says. "To some degree, he was quite successful but there was only so much he could do with his existing practice space in an older building."

In 2006, inspired by the new direction the practice was taking, Dr. Gilbert quit teaching at the university and devoted himself to his private practice full time.

Moving Up

Canino brought Dr. Gilbert to a course on practice design and development at the Scottsdale Center, which inspired him to think beyond his existing practice walls. Soon after, Dr. Gilbert began exploring options to buy or build a new practice or to gut and redesign his existing space. "I wanted an office that looked like no other dental office you've seen. When my clients walked in the door, I wanted them to not know it's a dental office other than by the name on the door. Ours could be a salon, a plastic surgeon's office, an aesthetician's office – it could be anything, we just happen to be doing dentistry here."

He found a prime location for a new practice in a newly constructed building, conveniently located just four miles from the previous office. After attending a Mercer Leadership Course, Dr. Gilbert took advantage of the fresh start and began to visualize his dream.

The new space allowed him to grow from three to four operatories (the practice is

plumbed for a future fifth operatory) and presented an opportunity to start from scratch, making the practice entirely his own and more an extension of himself and the way he practices dentistry.

Canino introduced Dr. Gilbert to Patterson Equipment Specialist Dave Caple, who had the expertise to help the doctor select equipment, design the floorplan and coordinate installation.

Selecting the Equipment

A trip to the A-dec showroom in Newberg, Ore., gave Dr. Gilbert a chance to speak directly with the manufacturer, explore the equipment in a variety of settings and see how A-dec could custom design cabinetry that matched his design aesthetic. "We looked at the way I work and studied how to design an environment that was just for me."

"I wanted everything top of the line," he says. "I figured if I was going to be spending money on new equipment, I was going to want the best of everything. My philosophy was to [select the equipment] once and then retire with my facility the way it is.... A-dec equipment beautifully integrates into that mindset."



Caple and Canino recommended A-dec cabinets and side delivery systems, comfortable ergonomic equipment that helps to relieve stress on the body. The cabinetry completely integrates the operatory technologies, including plumbing, electrical and lighting, which are pre-installed at A-dec. The beautiful equipment is functional and presents an uncluttered look, says Dr. Gilbert.

In addition, Dr. Gilbert ordered A-dec's overhead swing arm and monitor mounts to hold computer monitors for the patients. Whether they are sitting up or reclining, they can view what the doctor is showing them (or simply enjoy television).

Turning Up the Technology

Dr. Gilbert was excited to transition from traditional to digital imaging products. Caple recommended the compact PLANMECA ProOne digital pan, Intra intraoral X-ray machine and accompanying digital sensors, which immediately provide Dr. Gilbert's patients with a complete picture of what's going on in their mouths.

"I think we work more efficiently because we have digital X-rays," Dr. Gilbert says. "We're able to do endo much faster and find pathology much easier through the pan...Patients know they're getting less radiation and less recall. That increases productivity and at the same time patient care. It's a win-win situation."

With all of the new equipment the doctor was bringing on board, Canino re-introduced Dr. Gilbert to Eaglesoft practice management software and set up review, training and conversion processes. Fully supported by Patterson, from data conversions and installation to live help and ongoing education, Eaglesoft seamlessly integrates all technologies into one patient record. Patient care is streamlined and, for the front office, billing, patient reminders and more are managed electronically.

"To integrate this level of technology and move the practice forward, we needed a more comprehensive management software. And Eaglesoft has been nothing but incredible," Dr. Gilbert says. "The front office team loves it for patient benefits. Without Eaglesoft, I don't think we could do what we do."

Presentation Is Everything

Dr. Gilbert knew his patients would overlook all of the technology and equipment improvements unless the interior design reflected the practice's new direction. He met with local architect/interior designer Gunter Mamier and the two instantly connected.

Mamier set out to create the doctor's vision of a practice that was aesthetically pleasing but not dental specific. Starting in the reception area, Mamier designed and built a large, multi-radius circular desk for the front office staff that appears to flow seamlessly out of the adjoining walls. The curvature of the desk is echoed throughout the practice, giving a sense of movement and fluidity to the entire space. »

For more information about
Image Aesthetic Dentistry,
visit www.imageaestheticdentistry.com.





The high ceilings are open, painted black everywhere except in the operatories, where crystalline panels undulate over the patients' heads. In the patient area up front, the floating-wall design concept makes it appear as though the walls are suspended in mid-air, stopping just short of the floor, which is a poured and stained concrete. Earthy greens and yellows are set against a neutral background of crisp white and black.

"There isn't a day that goes by that someone doesn't walk in and say, 'Wow!' Or the owners of the property bring potential clients to see it," Dr. Gilbert says. "It doesn't cost more to make a pretty practice than to make it ugly, so you might as well make it pretty. Clients really appreciate that."

For the Patients

The finishing touches to the practice have now become signatures at Image Aesthetic Dentistry. At the staff's daily morning huddles, each patient's beverage and music preferences are discussed so they can be prepared ahead of time. Using a Sonos® multimedia sound system, Dr. Gilbert can program MP3s and satellite radio for 18 different areas of the practice.

Even in the patient restroom, an area many dentists overlook, Dr. Gilbert was thoughtful with his selections. A Dyson hand dryer, three-dimensional glass tiles and audio feed surprise many patients and further demonstrate the doctor's consideration of the complete experience.

The Practice He Always Wanted

While Dr. Gilbert had to make some concessions in order for everything to fit into the smaller space (for instance, combining his private office with the consultation room), the end result is that after 15 years of practicing dentistry, his passion for work has been reinvigorated – and his practice image has taken on the transformation that he hoped for. "I'm the same dentist, but the environment makes people feel more confident and trusting. They understand that if the practice looks like this, the doctor must care about what he does." **PT**

Dr. Gilbert's Steps to Success

- 1995:** Purchased existing practice in Loma Linda, Calif.
- 2005:** Installed CEREC acquisition center and milling unit
- 2008:** Attended Practice Harmony course at Scottsdale Center; Mercer Leadership Course
- 2009:** Secured practice space; met with Patterson team to design floorplan and traveled to A-dec to select equipment and technology
- 2010:** Image Aesthetic Dentistry opened in March



PATTERSON TEAM

Jason Owens, *Branch Manager*
 Dave Caple, *Equipment Specialist*
 John Canino, *Territory Representative*
 Vince Loustaunau, *Service Technician*

From left to right:
 Vince Loustaunau, Dave Caple, Dr. Roger Gilbert, Jason Owens
 and John Canino

