



PRACTICE PROFILE

DENTAL PRACTICE

Oasis Dental Solutions
Lawrence, Massachusetts

Entela Cika, DMD

OFFICE

7,000 square feet
15 operatories (6 outfitted)

EQUIPMENT AND TECHNOLOGY

- A-dec 511 Dental Chairs
- A-dec 533 Continental Delivery Systems
- A-dec 551 Assistant's Instrumentation
- A-dec 586 Monitor Mounts
- A-dec Assistant's Stools
- A-dec Doctor's Stools
- A-dec LED Dental Lights
- A-dec Preference ICC Sterilization Center
- CEREC Omnicam AC & MC X
- Midmark Central Cabinets
- Midmark G5 PowerVac Dry Vacuum System
- Midmark M11 Autoclaves
- Midmark P72 PowerAir Oil-less Compressor
- Midmark Side Cabinets
- Midmark Treatment Cabinets
- Miele G7881 Dental Washer
- Porter 4222CXB Vanguard Manifold
- Schick 33 Intraoral Sensors
- SciCan Statim 5000 G4
- Sirona Heliodont Plus Intraoral X-rays
- Sirona Orthophos XG 3D Pan/Ceph
- SoproCare Intraoral Cameras
- Zoll AED Plus Defibrillator

This practice is a Patterson Advantage® Platinum member.

Grand Plan

A Boston-area dental office uses cutting-edge technology and progressive design to emphasize patient comfort.

Along the Merrimack River in Lawrence, Mass., amongst myriad businesses in its revitalized Riverwalk District, is Oasis Dental Solutions. With over 4,000 professionals just minutes away, it's an ideal landing spot. And it's here that Entela Cika, DMD – and her business partner and husband, Sanjay Thiagarajah – worked to realize her dream of building a practice that's visually arresting, yet wholly serene. “We know that most of the dental offices in the area were built or renovated in a traditional fashion, so we wanted to bring something completely new to our office,” she said. “We wanted a different design that didn't take away from the space we have.”

So, instead of covering the charm of century-old properties that housed iconic Pacific Mill and Wood



Mill in the early 1900s, Cika opted to leave HVAC exposed in select portions of the building. The result? A more spacious feel throughout, and a decisive nod toward modern design.

Stress-free visits

Cika's vision for Oasis is rooted in the name itself; it's an acronym for the kind of culture she wants to develop in her staff, and the kind of experience she wants for every patient who walks through the door. "We want to be a place that's dedicated to excellence, compassion and mutual trust in a serene environment – an oasis," she said. "Each letter of our name stands for a point of emphasis – 'O' for optimal care, 'A' for appreciation, 'S' for solutions, 'I' for innovation, and then 'S' for success."



The first thing you notice when you walk into the office is the waterfall that trickles down against a blue tile background, providing soothing ambience in the expansive reception space. The bright color palette meshes with abundant natural light to create a warm welcome. Cika repeatedly mentioned the importance of a relaxing environment where patients experience a departure from daily life, having the opportunity to exhale in spa-like surroundings.

"Not only do we want to educate patients so they can make good decisions about their oral health, we want to put them at ease, removing some of the dental phobias that they come in with," she said. "I came from a background where people in my community only went to a dentist when a problem arose. For me, personally, I'm sensitive to this and try to put myself in the patient's shoes with the environment we create and service we provide."

Part of bringing a vision to life is finding a team of people who can catch it and carry it out on >>





a daily basis. And since Cika has spent over 15 years working in nearly every position of a practice – from patient coordinator to insurance coordinator to dental assistant, dentist – she knows exactly what she’s looking for.

Creating an oasis

While Cika said the vision for Oasis developed back in 2011, the planning truly gained steam in 2014 when Thiagarajah assembled the team and played a vital role in moving the project forward. Joining Patterson Territory Representative Scott Rigby and Patterson Equipment Specialist Blake Kelsey on the project were Inside View design team Mary Griese and Kaitlyn Sanchez, plus Don Rist from Select One Construction. Together, the team met most weeks to discuss everything from soffits to CEREC.

Because of a positive experience with Rigby and Kelsey in previous practices, Cika and Thiagarajah had a high level of comfort. Rigby remembered being impressed with the scope of the plan and level of foresight. “They want to be the very biggest and best,” Rigby said. “Their desire to create a high-class, end-to-end experience for the patient is what makes them different; it’s not often you see an office with this kind of vision for the future.”

Throughout the process of making furniture, equipment and design choices, Cika said she never once felt pressured to do things the way they’d always been done. One point of contention could have been a desire to mix Midmark and A-dec furnishings – she loved Midmark furniture and A-dec cabinetry –



but according to Cika, Kelsey “listened openly to our ideas, and thoroughly detailed the pros and cons so we could make an educated decision.”

Equipping the space

Oasis is equipped with nearly every available efficiency, and with so many professionals within walking distance, the strategy is to offer fast, effective and reliable solutions. As such, integrating CEREC was an easy decision. “This is the only office in the city with a CEREC machine,” Cika said. “We treat a variety of patients around the Riverwalk campus so the ability to save time and get a crown completed in one visit is a great advantage to both the patient and the practice.”

Plus, with cone beam technology, intraoral cameras, Schick 33 sensors and much more, the team at Oasis is able to diagnose problems faster than ever before. “Cutting-edge technology allows us to see things we weren’t able to see before, and we don’t have to use messy impressions anymore,” said Cika.

Because of the “blank slate” space, Oasis was built with easy access to the sterilization center, no matter where you are in the office. “Everything flows around in a circle,” she said. “The hygiene base and doctor base are strategically positioned around the sterilization center, panel and lab, and it has worked out really well for us.”

Kelsey said Oasis didn’t leave a single stone unturned in the pursuit of its aim to build an elite practice. “The whole space is very unique from a >>





design perspective, but it's really as good as it gets from a dental equipment perspective as well," Kelsey said. "They really did everything top-notch, and it's an impressive place. Honestly, we didn't have a lot of issues – it was more about getting enough equipment to outfit 15 operatories."

Making an impact

Patients have noticed the extreme attention to detail, noting that the look is a complete departure from everything they had come to expect from a typical dental office. The color palette, the open space, the natural light. The energy. Even the smell. "Sometimes the materials we use in the office give a practice a distinct smell, but patients noticed that it just doesn't exist here," said Cika.

There was also a great emphasis placed on helping children develop a level of comfort with the office, even if their parents had fears about their own visit. To combat this, Cika envisioned a designated waiting area for kids, complete with television monitors, mounted iPad screens, plush chairs and toys. It's a place where younger patients can settle in.

"Kids are just as important as adults. It all starts when we're kids, right? If they are scared from the start, they could become a phobic patient for life," she said. "It's important to get children comfortable early, and that's how we educate our patients. Even if you're worried about your appointment, your kids don't have to be."



Building community

Oasis is passionate about being motivated to impact the community, as well. As part of its Grand Opening celebration, guests were invited to bring in paper goods to donate to Lazarus House, a local charity whose mission is to help those living in poverty gain access to housing, health services and more. "Giving back to the community who is helping us grow is very important to us," said Cika. "Through education, work preparation and other services, we can help people to break the cycle of poverty in their families."

With well over a decade of industry success under her belt, Cika has a firm grasp of what it takes to be a good community member while providing excellent service. "You have to be positive and passionate about what you do, because the patient will see right through you if you aren't," she said. "Have a clear vision as to what the patient will feel from the time they put their foot through the door until the moment they leave, and then be serious about making sure it happens every time." PT

To learn more about
Oasis Dental Solutions,
visit oasisdentalsolutions.com.



From left to right:
Blake Kelsey, Justin Roy, Dr. Entela Cika, Patrick Shea and Scott Rigby

PATTERSON TEAM

- Ed Ferrero, *General Manager*
- Scott Rigby, *Territory Representative*
- Blake Kelsey, *Equipment Specialist*
- Patrick Shea, *Service Technician*
- Justin Roy, *Service Technician*



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