



PRACTICE PROFILE

DENTAL PRACTICE

Rocky Mount Smile Makers
 Rocky Mount, North Carolina
 Clayton, North Carolina
 Debra S. Zombek, DDS
 Brian Vinson, DDS

OFFICE

Square feet: 4,000
 8 operatories

EQUIPMENT

- A-dec Cascade 1040 Chairs
- A-dec 511 Chairs
- A-dec 533 Continental Delivery Units
- A-dec Radius 2132 Continental Delivery Units
- A-dec 545 12 O’Clock Assistant’s Instrumentation
- A-dec Assistina Plus
- A-dec 1601 Doctor’s Stools
- A-dec 1622 Assistant’s Stools
- A-dec 6300 Lights
- A-dec Preference ICC Sterilization Center
- A-dec Rear, Side, Treatment, Central Accessory Consoles
- A-dec W&H Synea Handpieces
- Air Techniques AirStar 50/STS-6 Office Package
- Midmark M11 Sterilizer

- Midwest RDH Hygienist Handpieces
- PLANMECA Intra Intraoral X-rays
- Schick Digital Sensors
- SciCan Statim 5000
- Sirona GALILEOS Compact 3D Cone Beam

TECHNOLOGY

- CAESY Patient Education Systems
- CEREC® AC and Compact Milling Unit
- Eaglesoft Practice Management Software

This practice is a Patterson Advantage® Platinum member.

Elevating the Nature of Dentistry

When Debra S. Zombek, DDS, decided to build her “dream practice” in Rocky Mount, N.C., she knew she wanted a facility that would not only make her patients feel special, but one that also would be gentle on the environment.

“I tried to make the office like a spa,” she said. “People don’t like going to the dentist but everybody loves going to the spa and so I tried to create an environment that didn’t necessarily feel like a doctor’s office.”



To accomplish this goal, Dr. Zombek incorporated into the construction process environmentally friendly design elements recognized by the U.S. Green Building Council's Leadership in Energy and Environmental Design (LEED) program. She also made those environmental requirements as aesthetically pleasing as possible. "I didn't want a cold, sterile box. I wanted something with curves and glass and flow."

A Green Foundation

Dr. Zombek began her dental career shortly after graduating from high school in 1978. She became a Certified Dental Assistant and worked as a CDA for seven years before leaving the industry to raise her two children. Once they were old enough to go to school, Dr. Zombek went back to college to pursue a degree in environmental engineering. Along the way, she said, "I got side-tracked with dentistry, so I never finished out the engineering."



In 1998, she enrolled in the dental hygiene program at the University of North Carolina Chapel Hill where she realized how much she wanted a career that would allow her to perform dental procedures. In February 2000, Dr. Zombek entered

into the school's Doctor of Dental Surgery program. A nontraditional student, she proudly completed the program in 2004 at age 43.

Chuck McKee, a Patterson Dental sales representative based out of the Raleigh, N.C. Branch about 45 minutes away, remembers meeting Dr. Zombek back when she was about to finish dental school. He has since become good friends with the doctor and said that Dr. Zombek is extremely focused on pursuing her dental career, even though she entered the profession later than many of her dental counterparts. "Her thing has always been that 'I don't have time to recoup any mistakes,'" he said of her passion for dentistry.

Just seven years out of dental school, the doctor has two established practices where she splits her time – her original office in Clayton, N.C., and her new office in Rocky Mount. She purchased her Rocky Mount practice, called Rocky Mount Smile Makers, several years ago, but its facility was dated and small. In 2009, Dr. Zombek decided to break ground on a new building for that location.

A Fresh Start

Dr. Zombek's older daughter, a local realtor, helped select the new practice location, while Dr. Zombek's husband, Tony, oversaw the construction process. Dr. Zombek, meanwhile, focused her »



attention on her patients, the new office's architectural design and incorporating LEED design elements into the building plans.

Dr. Zombek chose a stacked-stone exterior, lightly tinted windows, an extensive high-energy HVAC system that compensates for the heat generated by the practice's equipment, as well as solar panels for the roof. The energy from the solar panels is not immediately absorbed by the practice, but rather is bought back by the local power company. "I think she was one of the first people to use solar in that market," McKee said.

She also was focused on the aesthetics of the property itself. When Dr. Zombek realized that a pond was required in the property design to collect rainwater run-off, it became a focal point of the office's hygiene area with large windows facing the outside. "The patients love it. They say it's so relaxing and they can sit in hygiene and watch the birds and the frogs and the butterflies out in the pond," Dr. Zombek said. "Another doctor came to my open house and he said, 'It's like a Monet [painting] out there.'"

Dr. Zombek admits that she would have liked to make the office even more energy efficient and environmentally friendly, however, the cost and time required were more prohibitive than beneficial. Her focus on her patients has also put pursuing LEED certification for the building on the back burner.

First Impressions

The interior of this environmentally friendly office is just as inviting as its unique exterior. The reception area features a stacked stone desk, large windows and curved walls that reach into the rest of the practice. Numerous windows allow considerable amounts of natural light into the building.

"The Zombeks were looking for an inviting space that was open and comfortable," said Don Grose, a Patterson Dental equipment specialist from the Raleigh, N.C. Branch. "They had a vision of showcasing their technology, without presenting an intimidating clinical feel for their patients."

The eight operatories are open, but feature A-dec cabinetry and central consoles set between work areas to allow for privacy. Dr. Zombek also purchased high-quality, A-dec Cascade 1040 and 511 chairs for the treatment operatories out of consideration for her patients who require longer procedures. She has been pleased with the feedback. "People notice," she said. "They notice that things are more comfortable."

Dr. Zombek recommends that other dentists invest in quality equipment. "When you're considering the bottom line and wondering, 'Do I spend this or do I get this desk and the most comfortable chairs, or do I go with the ones that are a little less expensive?' In my opinion, when you're doing it, you might as well do it the way you want to and not let the money dictate," she said. »



Dr. Zombek and her husband traveled with her Patterson Dental team to the A-dec facility in Newburg, Ore., to view and select equipment. "The Patterson Dental reps are awesome," she said. "I couldn't have done this without them."

Incorporating Technology

The doctor enjoys performing implants and credits her GALILEOS cone beam as one of the most important tools in her practice. Dr. Zombek is so impressed by this instrument that she'll have some of her Clayton patients travel to her Rocky Mount office in order to use it for diagnosis and treatment.

"My cone beam has made a huge difference in the way I do everything," Dr. Zombek said. "It means that we refer out less because we feel more confident in what we can see and what we can do. It makes it easier to place implants, too." Dr. Zombek is presently participating in the Medical College of Georgia's Maxi course for implant dentistry and will sit for the AAID exam this December.

She also is a fan of Patterson's Eaglesoft practice management software, which has made managing patient information more efficient. "We are totally paperless. We do not have paper charts," she said crediting the software. "It's a very user-friendly program."

Looking Ahead

Since opening the Rocky Mount facility in April 2010, Dr. Zombek has seen a significant increase in the number of new referrals, welcoming

as many as 80 new patients each month.

She recently hired several additional staff members to help with the patient load and is searching for a compatible associate. Dr. Zombek also hopes that her younger daughter, who is in dental school, will join her practice in a few years.

The new office's success, however, is not only thanks to the top-notch equipment and beautiful new building, but also because of Dr. Zombek's concern for patient well-being. "I think my staff, and the way that I present myself to patients and the way that I try to provide total care for them, has really set this area on fire. My phone is ringing off the hook with people wanting to get in," she said.

That care and attention reflect her understanding of how environmental awareness goes beyond construction design. Inside her new facility, Dr. Zombek has created a soothing practice environment in harmony with the natural beauty outside. **PT**

For more information
about Rocky Mount Smile Makers,
visit www.rockymountsmilemakers.com.



From left to right:
Chuck McKee, Dr. Debbie Zombek, Dr. Brian Vinson, Don Grose and Shane Griffin
Not Pictured: Anthony Fruehauf, Alonzo Cribbs, Jenny Duff, Kim Whitaker and Mark Ruan

PATTERSON TEAM

Anthony Fruehauf, *Branch Manager*

Chuck McKee, *Territory Representative*

Don Grose, *Equipment Specialist*

Alonzo Cribbs, *Technical Service Technician*

Jenny Duff, *Technology Advisor*

Kim Whitaker, *Service Technician*

Shane Griffin, *Service Technician*

Mark Ruan, *Office Designer*

