



Practice Profile

Dental Practice
Marc Lazare DDS, PC
New York City, New York

Marc Lazare, DDS, MAGD
Lauren Becker, DDS

Office
1,104 square feet
Four operatories

Equipment and Technology

- Accutron Digital Ultra Flushmount Flowmeters
- Accutron Guardian II Manifold
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 511 Chairs
- A-dec 533 Continental Delivery Systems
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec 561 Cuspidor, Support Center & Monitor Mount
- A-dec 571 Dental Lights
- A-dec Accessory and Treatment Consoles
- A-dec Assistina 301 Plus
- A-dec Lisa Sterilizer
- A-dec Preference ICC Sterilization Center
- A-dec/W&H Handpieces
- Air Techniques AirStar 30C/VacStar 50H w/Hydromiser, Control Panel
- Eaglesoft Practice Management Software
- Miele G7881 Dental Disinfector
- PLANMECA Digital ProSensors
- PLANMECA Intra Intraoral X-rays
- SoproLife Intraoral Camera

This practice is a Patterson Advantage® Gold member.

The Ultimate Patient Experience

Every patient gets first-class treatment at Marc Lazare DDS, PC, in New York City

When Marc Lazare, DDS, MAGD, decided to build a new dental practice in New York City, N.Y., he wanted the office to be as comfortable as possible for his patients. The doctor spared no expense adding equipment, technology and décor that would contribute to a relaxing and stress-free dental experience.

From the terraces overlooking the city where patients can enjoy a beverage before their appointment to the VIP lounge where they can take private phone calls and answer emails, patients are given an unparalleled experience at Marc Lazare DDS, PC. "We tried to create an atmosphere that's comfortable and enjoyable, and that puts our patients at ease," Dr. Lazare said. "We want our patients to know how much we really care about them."





Bringing a Vision to Life

Though he came from a family of three generations of dentists, Dr. Lazare didn't immediately gravitate toward dentistry. He had a multitude of interests, ranging from art, writing and business to medicine and teaching. As he considered his future career possibilities, he realized that dentistry combines art with medicine and would allow him to pursue all of these different passions.

After graduating from dental school at New York University College of Dentistry, Dr. Lazare completed his residency at North Shore University Hospital in Long Island. He stayed on as chief resident while working for two dental practices as an associate and teaching at North Shore University Hospital and New York University College of Dentistry. A couple of years later, he decided to open his own practice in New York City. As his practice grew, one of the doctors he worked with during his associateship approached him about a partnership. He decided to partner with the doctor, merging his New York City practice with the other doctor's Great Neck, N.Y., practice.

Dr. Lazare built up a successful general practice, continued to teach at the hospital and lectured at study clubs, schools and dental conventions throughout the United States. He also began contributing to numerous magazines and dental journals and earned the designation of Master of the Academy of General Dentistry, which demonstrates his commitment to attending dental education courses to expand his knowledge and stay



current with the rapid innovations in the dental industry.

In 2010, Dr. Lazare gave up the Great Neck practice and the partnership dissolved. He began looking for a new space in Manhattan where he could bring his practice vision to life.

Big Plans, Small Space

Dr. Lazare found his new office space in a 100-year-old building on East 61st Street in Manhattan. Previously a medical building, the 1,104-square-foot space had all of the features Dr. Lazare wanted in his new practice, including two terraces overlooking the cityscape – a rare find in New York City. >>



Over the years, Dr. Lazare had built up a strong relationship with Patterson, so he knew he could rely on the New York Branch to help him create the practice he envisioned. He provided his Patterson team with a list of his wants and needs for the new practice, including a reception area, four operatories, a VIP room, one public and one private bathroom, a laboratory, sterilization center, staff room, storage closet, IT closet and a private office.

Including all of these features in the small space was not an easy feat. Plus, plans for the century-old building were unavailable, forcing the team to work around immovable objects such as columns and solid brick walls. "We had a lot of obstacles dealing with the time constraints of Manhattan and the surprises that come with demolishing an old building like that," said Patterson Equipment Specialist John Surma.



However, with a few small sacrifices on Dr. Lazare's part – and 14 floor plan revisions – Surma and the Patterson team created a floor plan that included all of the features the doctor had hoped for. "Patterson helped a lot," Dr. Lazare said. "Each time a plan came back, we got closer and closer. I had a lot of things I wanted to do in the small space and they helped me achieve that."

Only the Best

Though Dr. Lazare was willing to make sacrifices on the floor plan, he would not settle for less than the best when it came to his equipment and technology. He knew that an unwavering commitment to quality was key to making his office comfortable, not only for his patients, but also for him and his staff. "Although expense is always a consideration, his decisions were based on what he needed to do to best provide for his patients," said Surma.

That commitment brought him to A-dec's Newberg, Ore., facility, where the doctor spent a full day with Surma, Patterson



Sales Representative David Balyeat and an A-dec representative watching how the equipment is made and trying out different configurations and layouts. Though he had used an A-dec chair in his previous office and was impressed with it, by the end of his A-dec Educational Experience, the doctor knew he wanted to equip his entire practice with A-dec products.

One of Dr. Lazare's biggest priorities was an integrated delivery system that put all of his handpieces and intraoral camera within arm's reach, without dangling cords. Not only would it make him and his staff more productive, an integrated system would also make patients feel more at ease in the chair. The A-dec 533 Continental Delivery System was the perfect solution for a clutter-free operator.

Patients can truly relax in the A-dec 511 chairs while listening to music on an iPod Touch loaded with a full iTunes library, Pandora Radio and satellite radio, or watching Netflix or one of more than 1,000 movies playing on a digital television. "The second patients get in the chair, they are texting pictures to their friends or tweeting about their experience at the office," said Dr. Lazare.

A longtime Eaglesoft and digital imaging user, Dr. Lazare knew that these technologies would be integral to his practice. He took it a step further in the new office and went completely paperless. His staff uses Eaglesoft eServices to automate time-consuming activities such as appointment reminders, insurance claims and statements, and patients complete their health history on an iPad. This is not only better for the environment; it also frees the staff to spend more time on what really matters – patient care. "We put service above all else and focus on patients and their happiness," said Dr. Lazare.

"We put service above all else and focus on patients and their happiness." – Dr. Lazare

A Zen Escape

From the front desk to the operatories, Dr. Lazare considered every detail when selecting the décor for the practice. Inspired by his love of martial arts, the doctor worked with his contractor and architect to create the Zen atmosphere he had envisioned.

The five elements of feng shui – water, wood, earth, metal and fire – intermingle throughout the space. In the reception area, strategically placed lights and glass doors make the room feel >>



more expansive. Rugged stone walls and dark wood floors provide the perfect balance to the elegant marble front desk. In the operatories, a waterfall trickles gently, bringing a sense of peace and relaxation to even the tensest patients. The result is a Zen-like escape in the heart of the Big Apple. "People are always telling me it's the most beautiful and comfortable office they've ever been in," said Surma.

While his goal was to make his patients happier and healthier, Dr. Lazare and his staff have also reaped the benefits of the new, state-of-the-art practice. Case acceptance rates have soared and hundreds of new patients have walked through the doors since they opened in late 2011.

Dr. Lazare brought on associate Lauren Becker, DDS, and additional staff members to help him keep pace with the ever-growing case load. However, the doctor is busier than ever before – and has yet to find the time to enjoy lunch on his beautiful terrace. But he's not complaining. "It's the best move I've ever made," said Dr. Lazare. **PT**

To learn more about Dr. Marc Lazare, visit www.drmarclazare.com.



From left to right:
Chuck Gleason, Ted Vlamis, Dr. Marc Lazare, David Balyeat, John Surma and Orlando Garcia

Patterson Team

Ted Vlamis, *Branch Manager*

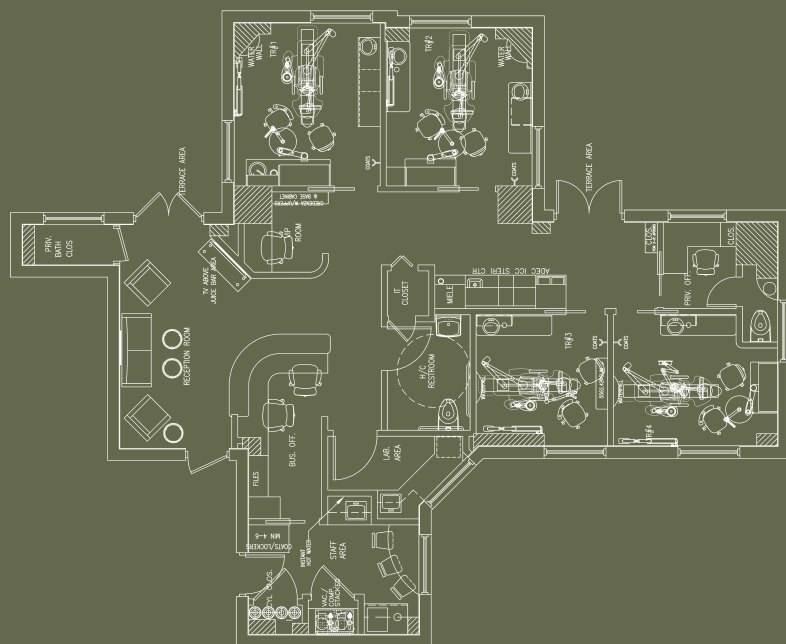
John Surma, *Equipment Specialist*

David Balyeat, *Sales Representative*

Orlando Garcia, *Service Technician*

Chuck Gleason, *Service Technician*

Dario Arana, *Service Technician*



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