



PRACTICE PROFILE

DENTAL PRACTICE

BGW Dental Group
Gainesville, Georgia

Richard Bennett, DMD
Cindy Greene, DMD
Ryan Wood, DMD

OFFICE

Square feet: 11,900
18 operatories

EQUIPMENT AND TECHNOLOGY

- A-dec 511 Dental Chairs
- A-dec 532 Delivery Systems
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Accessory Consoles
- A-dec Assistant's Stools
- A-dec Cascade 1601 Doctor's Stools
- A-dec Central Consoles
- A-dec LED Dental Lights
- A-dec Monitor Mounts
- A-dec Preference ICC Sterilization Center
- A-dec Treatment Consoles
- Air Techniques Acadia Amalgam Separator
- Air Techniques Mojave Dry Vacuums
- Air Techniques Oil Free Compressor
- Planmeca ProMax Digital Pan
- Porter Vanguard Manifold Systems
- Porter MXR-1 Flushmount Flowmeters
- Sirona Heliodont Plus Intraoral X-rays

This practice is a Patterson Advantage® Club member.

Modern Meets Rustic

Three doctors collaborated to build a new Georgia dental office and the result is something to behold.

What do you get when you combine one Patterson territory representative, an equipment specialist, three dentists, and a clear vision for the future? In the case of BGW Dental Group in Gainesville, Ga., the result is a stunning 11,900 square foot dental practice with 18 operatories. As if the sheer size of the practice isn't grand enough, the foyer features stone fireplaces on either side of the entrance, located in two sitting areas that look like something you'd find in a luxury cabin.

The new building – with its high ceilings, natural light and modern, rustic furnishings, is the creation of three dentists who make up the “B”, the “G” and the “W” of BGW Dental Group – Richard G. Bennett, Jr., DMD; Cindy Fulenwider Greene, DMD; and Ryan M. Wood, DMD, along with their Patterson team, including Territory Representative Jeff Smith and Equipment Specialist Deborah Adams, who helped make the project come together seamlessly. “The Patterson team was beyond amazing,” said Greene. “A new build can be stressful at times, and we expected it to be. But they made it very enjoyable and exciting. They held our hands through the whole process.” >>





A family practice expanded

Discussion for the practice expansion began in 2006 when Greene joined Bennett at the family practice that he had purchased from his cousin after it was passed down by his uncle. Anticipating the need for a future expansion, the doctors discovered the perfect plot of land in a highly visible, prominent location across the street from the local hospital. Bennett purchased the land in 2007 but plans remained dormant for a number of years while they rode out the recession.

In fall 2012 the doctors met with Smith and Adams, who presented them with an action plan including a financial breakdown, a timeline and key contacts that could help make their vision a reality. "I wanted them to know that Patterson could provide the total package," Smith said. "With a project this size there are a lot of big numbers floating around and I wanted to put things into perspective."

Smith felt certain that if the doctors built the practice right, their patient base would grow. "There's no formula for it," he explained. "I just know from experience that what you put into a practice, you get back." Smith's prediction was correct, but a lot of steps were necessary before getting to that point.

Getting on the same page

With three doctors involved in the rebuild, a discussion about the importance of open communication put them on the same page. Each doctor brought his or her



own strengths to the project, allowing them to take the lead on different aspects of the project. "Because we each have our own particular area of interest and because we trust each other so much, it made it easier that we didn't have to come together on every single decision," said Greene.

Bennett's experience with real estate and land preparation made him the perfect point person when it came to dealing with city government on land variances. With help from Tim Watford of Peacock Partners, Inc., an Atlanta based architectural firm, he led the charge on the construction management side. Because of Greene's acuity for interior design, she was able to handle that aspect of the project, collaborating with a designer from Peacock. Together, they chose wall coverings, paint colors, furniture and artwork.

Experiencing equipment and design

In July 2013, the doctors attended an AEE trip to the A-dec facility in Oregon with Smith and Adams. A-dec representative Clint Campbell walked them through 26 sample exhibit rooms with different layouts, chairs, cabinetry, set-ups, delivery systems and add-ons. "This was extremely helpful because we could walk into an operator, sit in the chairs and picture ourselves delivering patient care," said Greene. "We knew what it would be like walking from point A to point B and what the traffic flow would be like – you can't get that looking at a piece of paper." >>





For more information
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The trip was instrumental in pulling everything together, including layout and design plans. The doctors relied on the expertise of Adams in many of the decisions going forward. “Deb has always provided her professional opinion, narrowed down options for us, and given us the information we need to make good decisions about our technology and equipment. This project was no exception,” said Greene.

In July 2014 construction began with Hobgood Construction Group, and was complete by the end of March 2015. The result is an open, spacious two-floor office with four pods. Each pod includes two doctor rooms and two adjacent hygiene rooms with a shared sterilization center. A conference room on the lower level provides ample space for team meetings and a break room provides a place for staff members to step away and get recharged during the day. Offices, consultation rooms and even a deck off the back of the building provide plenty of privacy for patients.

Prioritizing technology

With the desire to make technology a priority, a complete technology overhaul was unnecessary. Several years earlier, the doctors implemented a practice management system, with digital X-rays, and monitors in each operatory. However, some new additions have been a hit. Adams and Greene spent hours

designing the sterilization centers, which are open, accessible, touch-free, and set up so there is no possibility of cross-contamination. Surrounded by glass, patients get a clear view of how organized and thorough the process is. A-dec chairs and cabinetry were chosen for the new practice because of the level of quality and the satisfaction the doctors have had with past A-dec products. Large, pivoting monitors were added to each operatory, giving patients a close-up view of dental images and the ultimate viewing experience for HDTV, Netflix and other viewing options.

“The new facility is truly amazing,” said Bennett. “I never realized how stressful it was operating in a facility that could no longer accommodate our needs. With the new practice we’re far more efficient, we have plenty of room, we can provide a better experience for our patients, and it’s a better experience for staff. Plus it’s so enjoyable to be here.” “This facility is not only beautiful, the functionality is the best I’ve seen,” said Adams. “It’s a Craftsman style building with a mountain chalet look that fits perfectly into the medical community of the area, but don’t be fooled by its beauty; I would put the efficiency of this practice against any other.”

Open for business

More than 700 people attended the BGW Dental Group open house and business has taken off since, requiring the addition of two doctors: Matthew Vaughn, DMD, and Brittany Bonds, DMD. “We were always busy, but the volume has increased tremendously,” said



From left to right:
Mike Ramirez, Dr. Brittany Bonds, David Price, Dr. Richard Bennett,
Dr. Ryan Wood, Jeff Smith, Dr. Cindy Fulenwider Greene, Pete Cousins,
Dr. Matthew Vaughn and Deb Adams

Bennett. “The new facility is very visible in this market. It shows that we’ve put a lot of thought and care into the design of this building. Patient-centered care has always been our number one priority and I think the new practice demonstrates to our patients and to the community that we truly do care and that we want to provide them with the best, most comfortable experience possible.”

The success isn’t a surprise to Smith, who said he enjoyed working with the doctors on this project because of their ability to see the big picture. “The doctors are driven, they work hard and they’re great business people,” he said. “It’s a lot of fun working with them because they challenge me. They don’t settle. They’re here to grow their practice and provide their patients with the best care possible, and they’ll do what’s necessary to make that happen.” **PT**



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If you don’t have a QR code reader on your phone, there are free apps available for download. Once you’ve got your free app, point your phone’s camera at the QR Code and you’ll be taken to the video!



PATTERSON TEAM

- Peter Cousins, *Branch Manager*
- Jeff Smith, *Territory Representative*
- Deborah Adams, *Equipment Specialist*
- Rick Fly, *Service Technician*
- Michael Ramirez, *Service Technician*
- David Price, *Service Technician*
- Tim King, *Office Designer*



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