



## PRACTICE PROFILE

### DENTAL PRACTICE

David M. Juliani, DDS  
Rochester Hills, Michigan

David Juliani, DDS  
Michelle Maltese, DDS

### OFFICE

3,600 square feet  
7 operatories

### EQUIPMENT AND TECHNOLOGY

- Air Techniques AirStar 50 NEO Compressor
- Air Techniques Mojave Dry Vacuum
- CEREC AF Tabletop Units
- CEREC AI
- CEREC Omnicam AC & MC XL
- Schick 33 Intraoral Sensors
- SciCan Bravo Chamber Autoclaves
- SciCan Statim 5000 G4 Sterilizers
- SciCan Statmatic Handpiece Maintenance Unit
- Sirona by Kappler Dental Cabinetry
- Sirona Handpieces
- Sirona Heliodont Plus Intraoral X-ray
- Sirona Intego Treatment Centers
- Sirona Stools
- Sirona Teneo Treatment Centers
- Sirona XG 3D

*This practice is a Patterson Advantage® Platinum member.*



# Time Well Spent

*Ideally, every minute that Dr. David Juliani spends in his practice will be efficient and productive*

Time is fleeting. Spend it well.

That's the premise on which David Juliani, DDS, built his new practice. For nearly 20 years, Juliani practiced out of one leased space, then another, adapting his workflow and his technology on the fly to meet his needs.

In retrospect, it wasn't ideal. He was ready to practice out of his own space – one that he could design from the floor up and build equity in via mortgage payments instead of rent. Juliani's work as a CEREC trainer also leads to a significant amount of travel, making his in-practice time even more important.

"My whole goal in building a new office was to make the most of the days that I'm here," Juliani said. "Because of my travel schedule I sometimes have to push procedures out, which means I get stacked up on my days in the office. When that happens I need to be as efficient as possible. I wanted to use technology wherever possible to refine those efficiencies for me."

One such possibility presented itself to Juliani when he attended CEREC 30 in Las Vegas in September of last year. It was there that Sirona Treatment Centers were unveiled for North American audiences. "I had already settled on another operatory package, but immediately I knew Sirona offered a better fit for my practice," he said. "From the first moment I was thinking about how I would be able to use them in my office and everything they would offer me."

If you're unfamiliar with Sirona Treatment Centers, stick with us. Sirona Treatment Centers aim for total operatory integration, from chair, to delivery system, to imaging and CAD/CAM. No matter what services you provide now or plan to in the future – implantology, endodontics or CEREC – all can be integrated through the Sirona Treatment Center's two models.

"The ability to switch procedures on the fly was one of the things that drew me in the most," Juliani said. "Whatever the restorative need, whether it's endodontic, implant or extraction, it's all integrated into the chair. It minimizes the amount of equipment I have to have in the operatory. If I find out a patient needs an endo treatment, I can literally swap out a handpiece and do that procedure then and there. In the past, that would have required a reschedule for an appointment, maybe even weeks later. That's exactly the kind of efficiency I was looking for." >>



#### About the Sirona Treatment Centers

Sirona Treatment Centers come in two models – Teneo and Intego, each bringing its unique blend of integration to the operator. When equipping his seven operatories, Juliani decided to install two Teneo units and five Intego units.

“I’ve always tried to be as advanced technologically as possible throughout my career, because there comes a point when you can only be as efficient as the technology you’re using for a specific procedure,” he said. “The treatment centers make every procedure, every day, more efficient throughout the entire office.”

The two Teneo units in Juliani’s practice are integrated fully for both implantology and endodontics – CEREC is integrated directly into the chair. In addition, CEREC is integrated in every one of the practice’s Intego operatories, which allows for just the camera to be moved from one operatory to another. (See the CEREC Omnicam configuration chart on page 7 for more detail.)

“Before we made the switch, my associate and I were fighting for CEREC time with only one mobile unit,” Juliani said. “Now we can schedule any procedure at any time and we don’t get locked into blocks based on equipment. I block my time based on how I want to use my day, not based on what other people are doing in the office or when specific equipment is available.”

Like many dentists, Juliani traditionally arranged his schedule around larger procedures in the morning and less involved work in the afternoon. He’s discovered that the treatment centers also impact that. “It doesn’t seem as tedious



to do larger procedures in the afternoon when I would have generally decided to slow down," he said. "That's how good the workflow is – it really provides that ease and comfort throughout the day."

#### A single-entry operator

Juliani's original floor plan – prior to deciding to implement the treatment centers – followed the trend of contemporary American practices. It featured two entries in the rear, side cabinets and traditional operatory equipment.

The Sirona Treatment Centers changed that for him. "You really don't need a second door for your assistant to get up and leave repeatedly for what you need for the procedure," he said. "It's all right there in the room. I wasn't entirely sold on switching to a single-entry operatory, but in working with the Patterson and Sirona teams, I found that it minimized the clutter and let the treatment centers be the main focus."

Functionally, Juliani discovered that the efficiencies built into the treatment centers made a second entry unnecessary. And because of the treatment centers, from an aesthetic standpoint, the operatories look even more modern than many dual-entry floor plans. Juliani even joked about just how modern the practice feels: "A lot of our patients feel like they're sitting in a spaceship."

To adjust the initial floor plan to accommodate the treatment centers, Juliani went through a few iterations with his Patterson team, including Equipment Specialist Jeff Hopp and Territory Representative Norm Dagher. The team didn't rest until Juliani was happy with the design. >>





"They were phenomenal. They put a ton of thought into it and gave suggestions we might not have thought of," Juliani said. "As many new practices as Patterson has been a part of, there's great experience there, and the ability to identify so many ways to optimize your practice."

Hopp said he and the Patterson team were thrilled to be a part of the process – and they weren't the only ones. "While we were building the practice, we actually had some of the contract workers who were so impressed they were taking pictures," Hopp said. "People were in shock and awe. A number of the workers had done dental practice builds before and they'd never seen anything like it. It was an amazing experience."

In addition to the treatment centers, Juliani installed Sirona by Kappler Dental Cabinetry. The cabinets were a perfect complement to the Teneo and Intego units, and Juliani said they represented a major upgrade for the practice.

"It's pretty amazing, the cabinets are designed for everything to be touch-free," he said. "Water, soap dispensers, drawers, garbage – they're all opened with a hip bump or a pressure touch. It's as clean and infection-control oriented as possible."

With the addition of any practice-changing technology, Juliani said, it's easy for the doctor to get excited. Whether that's CEREC, or the treatment centers, there's a desire to show off the technology right away, and doctors also see an immediate boost in appearance and value. "Even better was that my staff had a full appreciation for the thought process and Sirona and the implementation of the technology," he said. "Not just toward improving specific procedures, but toward dentistry in general. They appreciated the entire thought process that went in to allow them to be more efficient."

Juliani said he would overwhelmingly recommend the Sirona Treatment Centers to other doctors. Not only will it provide advanced technology for practices today, but it is also agile and set up to implement changing technology in the future. That may not even be the best part.

"Dentistry has a horribly high burnout rate, without a doubt," he said. "Something like this rejuvenates your energy to go to work and your drive to be there. It motivates me every day to get out of bed and go to work." PT

**To watch a video of David Juliani, DDS, scan this QR code with your smartphone.**



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!





From left to right:  
Jeffrey Hopp, Cameron Elrod, Norman Dagher, Dr. David Juliani, Tim Gignac, Phillip Brna and Preston Debar

## PATTERSON TEAM

Cameron Elrod, *General Manager*

Norman Dagher, *Territory Representative*

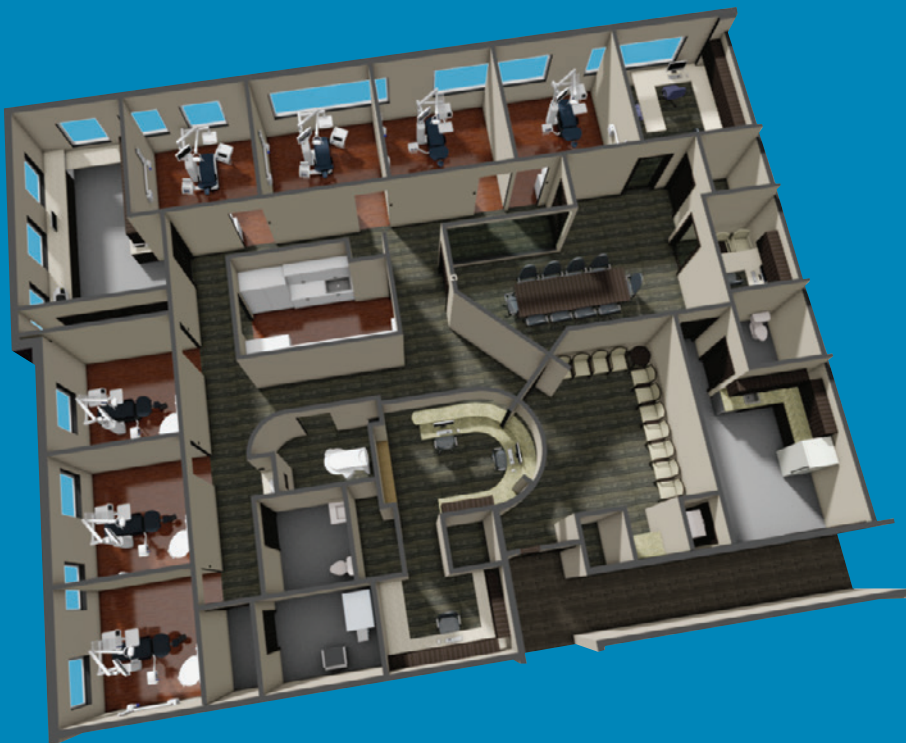
Jeffrey Hopp, *Equipment Specialist*

Tim Gignac, *Service Technician*

Preston Debar, *Service Technician*

Phillip Brna, *Service Technician*

Ashley Klis, *Office Designer*



Visit [pattersontoday.com](http://pattersontoday.com)  
to take a virtual tour of this practice!

# CEREC and Sirona Treatment Centers



The CEREC AC – which stands for Acquisition Center – is where it all began. Designed as a fully loaded cart, CEREC AC is known for its versatility and mobility throughout the dental practice. Everything that is required for imaging and designing is encompassed in this single cart.

Along with the introduction of the Sirona Treatment Centers, however, came two new ways to integrate CEREC throughout your practice – each with a specific connection to one of the two models of treatment center.

## CEREC AF | Intego Connection

CEREC AF allows you to move your Omnicam camera between operatories, floors and even practices. With a PC and monitor in the operatory with the Intego, all you have to do is move and plug in the Omnicam.

## CEREC AI | Teneo Integration

Connect your CEREC directly to the Teneo with CEREC AI. Each operatory still has a dedicated PC, but the acquisition images display on a monitor built into the Teneo, and the Omnicam sits in an arm mounted to the treatment center.