



PRACTICE PROFILE

DENTAL PRACTICE

Constantine Dental
Greenville, South Carolina

Richard Constantine, DDS

OFFICE

3,000 square feet
6 operatories (3 outfitted)

EQUIPMENT AND TECHNOLOGY

- A-dec 1622 Assistant's Stools
- A-dec 511 Dental Chairs
- A-dec 541 12 O'Clock Duo Delivery Systems
- A-dec 5531.58 Accessory Consoles
- A-dec 5580.42 Treatment Consoles
- A-dec 5590 Preference ICC Sterilization Center
- A-dec 5631.30 Wall-Mount Accessory Consoles
- A-dec Assistina 301 Plus Handpiece Maintenance System
- A-dec Cascade 1601 Doctor's Stools
- A-dec LED Dental Lights
- A-dec Monitor Mounts
- A-dec/W&H Handpieces
- Air Techniques AirStar 50 Oil-Free Air Compressor
- Midmark M11 UltraClave Sterilizer
- Porter MXR-1 Flushmount Flowmeter
- Porter Vanguard Manifold Systems
- Ramvac Bulldog QT Combo 2
- Schick 33 Sensors
- Sirona Heliodont Plus Intraoral X-ray
- Sirona Orthophos XG 3D Pan

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

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feel as though their needs and
concerns are important."*

— Richard Constantine, DDS



Southern Comfort and Care

With cutting-edge technology and a dedication to the well-being of the community, Constantine Dental in Greenville, South Carolina, has been welcomed into the neighborhood.

A graduate of the West Virginia University School of Dentistry, Richard Constantine, DDS, began his dental career as an associate practitioner in well-established practices.

After spending several years in associateships, Constantine recognized the opportunities he would miss as a partner, igniting a desire to create a new path for himself in the dental industry.

“The more I practiced, the more time I had to think about the vision I wanted for my own practice: how I wanted to treat my patients, the experience I wanted to create for them and the experience I wanted to create for myself and my employees,” Constantine said.

With this vision in mind, the Uniontown, Pa., native and his wife, Trisha, a previous





resident of Canton, Ohio, decided to move south. The pair scoured the Southeast region for the ideal location to begin their professional lives. Before long, they fell in love with Greenville, S.C., where they saw the opportunity to contribute to the community both as residents and through Constantine's career. "Greenville offered everything we were looking for: a growing city dedicated to its citizens and a strong family atmosphere," Constantine said.

A community service

This neighborhood-feel aligned with Constantine's professional and personal values, as he wanted to establish himself as a respected member of the community and make patients feel welcomed in his practice. "I want each of my patients to feel as though their needs and concerns are important," Constantine said, emphasizing that this value translates to both service and architecture, as he designed the building's external features to resemble the picturesque homes of the surrounding neighborhoods.

Initially, Constantine thought renting was his only option, as downtown Greenville was a fast-growing area. But the further he looked into the time-consuming process of obtaining a lease and identifying potential structures, the more an open lot he and Trisha had walked by months earlier remained at the forefront of his thoughts. "After some time and a lot of planning, I was able

to gain the support of a local bank in my startup, so I took the leap, purchased the lot and started the building process," he said. "Greenville is a special place because they take pride in the growth of their city; they don't allow just anyone to come in. When they find something they believe in, they support and begin to build a relationship with the business and the business owner. To know I have a whole community believing in my practice means a lot."

A build with purpose

In January 2015, Constantine broke ground on the construction of his own practice with the help of Patterson Office Designer Tim King. "Tim was very patient with me as we went through the design process. He offered up floor plans and was able to put everything together, from big to small changes," Constantine said.

With a limited size city lot, Constantine and King knew they had to capitalize on every inch of space, whether for workflow or extra storage. With this thought in mind, and an intention to grow the practice in the future, Constantine designed the build with six operatories, initially outfitting three, with the goal of operating out of all spaces in the coming years.

Constantine's values of patient care and comfort drove his decision to create an open office setting with high ceilings and larger rooms, but with full walls between operatories to ensure patient comfort



and privacy. "Dentistry can be daunting for some people. I didn't want patients to hear the sounds of dental equipment in the rooms next door, and I wanted them to feel comfortable sharing their concerns with me without having to worry that other patients may hear them," he said.

While construction was underway, Constantine paid close attention to the ergonomics of the space, as he believed a custom design would prevent neck and back strain from cutting his career short. He designed oversized operatories, which allow ease in moving around patients and equipment. In his office, he installed a Rogue pull-up bar for between-patient alignment and a standing desk to minimize his time spent sitting each day.

These comfort-driven elements are further reinforced by the office's aesthetic components. A soft, cool and fresh color palette emulates the office's technology in a sleek, yet patient-friendly way. "I wanted the inside of my practice to be a balance between state-of-the-art technology and clean lines with soft textures, vibrant artwork and smart furnishings to create a comfortable and interesting atmosphere for our patients to enjoy," Constantine said.

B.J. Simpson, a Patterson equipment specialist working with Constantine throughout the build process, recognized his dedication to creating a modern practice focused on serving the people of the community. "Rich wanted his office design and aesthetic to reflect his practice philosophy of delivering excellent patient care, excellent patient experience and an emphasis on precise, comprehensive treatment planning through the use of technology," Simpson >>





said. "He wanted patients to know from the moment they walked in the door that they would feel comfortable and confident that they'd be provided with the best care available."

Technology that matters

In order to maintain the office's home-like feel, Constantine knew he needed to equip his office strategically. Constantine, accompanied by his wife, Simpson and Kent Chastain, his Patterson territory representative, took a trip to the A-dec headquarters in Newberg, Ore. There, he was able to see the benefits of the equipment before making any purchases. "I was able to go to the facility, meet the owners and the people who work there – it really put my mind at ease. I saw the value of service and equipment I would receive for the amount I was spending," he said.

"B.J. advised me on a lot of my purchases based on what he'd seen work in other offices, setting me up for success from the very beginning. He and his wife have a practice of their own, so he was able to be honest about long-lasting equipment within my budget," Constantine added.

Wanting to invest in durable materials, Constantine opted for W&H high-quality handpieces capable of use in all facets of the practice. "The quality of the instruments I use each day is very important. It allows me to perform my job to the best of my ability," he said. "I knew I needed to spend the same amount of money and time picking out an A-dec sterilization center that I spent in selecting my instruments. It was very important to me that the quality of my

instruments be preserved, and that necessary care be taken to ensure everything functions as it should for years to come." To best care for his instruments and ensure optimal cleanliness, Constantine chose a Hu-Friedy cassette system to avoid rough handling and potential damage.

Constantine opted for an open sterilization center to benefit both staff and patients, as the space allows his team to maneuver seamlessly through the process, while displaying the office's technology and high standard of cleanliness. "The center is streamlined with the rest of the building. Patients are able to see inside of the space, and although they may not understand each piece of equipment, they know the office is clean," he said.

Striving to offer same-day service and be respectful of his clients' time, Constantine equipped his practice with the most up-to-date imaging technologies, including a Sirona XG 3D cone beam, Schick 33 sensors, a Cavitron scaler and Sirona Heliodent Plus. Desiring to be a fully integrated dental service in the future, he has plans to invest in a CEREC system to provide patients with the most comprehensive care possible in a single visit.

Maintaining this focus on patient health, Constantine equipped each operatory with a dual monitor system and integrated SoproCare, an intraoral camera, to show patients internal images in order to help them better understand their oral health.

"From a health perspective, I want my patients to know that the equipment and technology in the office is for their benefit, so together, we can focus on prevention and take a more proactive approach to dental care," Constantine said. "When I'm doing an exam, I want my patients to be able to see what I see and fully understand and take ownership of the condition of their teeth and gums."

In August 2015, Constantine Dental opened its doors to the Greenville community, comprehensively treating patients of all ages and needs. Open just a year, Constantine Dental already is ahead of schedule in terms of meeting its projections, and is growing its patient base every day.

"This is the biggest thing I've ever done and I'm putting everything I have into it," Constantine said. "We provide a communal, more caring, hands-on approach to everything we do and have received nothing but positive feedback from our patients and the community. With this experience and working with Patterson, there is no telling what the future holds." PT

For more information
about this practice,
visit *constantinedental.com*.



From left to right:
Joey Blalock, Kent Chastain, B.J. Simpson, Dr. Constantine, Brian Frysinger,
Scott Griffith and Neal Clark



Visit *pattersontoday.com*
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PATTERSON TEAM

Joseph Blalock, *General Manager*
Kent Chastain, *Territory Representative*
B.J. Simpson, *Equipment Specialist*
Scott Griffith, *Service Technician*
Neal Clark, *Service Technician*
Clay Wilson, *Service Technician*
Brian Frysinger, *Service Technician*
Tim King, *Office Designer*

