



Practice Profile

DENTAL PRACTICE
Watkins Family Dentistry
Elkhart, Ind.

Bruce D. Watkins, DDS

OFFICE
Square feet: 6,000
10 operatories

EQUIPMENT AND TECHNOLOGY

- Accutron Digital Ultra Central Flowmeter System
- Accutron Guardian II Nitrous System
- A-dec 1622 Cascade Assistant's Stools
- A-dec 332 Radius Traditional Delivery Systems
- A-dec 511 Dental Chairs
- A-dec 542 Side Delivery Systems
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Accessory Consoles
- A-dec Assistina 301 Plus
- A-dec Central Consoles
- A-dec Dental Lights
- A-dec Preference ICC Sterilization Center
- A-dec Treatment Consoles
- A-dec/W&H Handpieces
- Air Techniques AirStar 50 Compressor
- Air Techniques STS Vacuum
- CEREC AC and MC XL
- Midmark M11 Sterilizer
- PLANMECA Intraoral X-rays
- Schick CDR Elite Sensors
- SciCan Statim 5000 Sterilizer
- Sirona GALILEOS

This practice is a Patterson Advantage® Gold member.



To learn more about
Bruce D. Watkins, DDS, PC,
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Rock Solid

Downtown Elkhart gets a facelift with Watkins Family Dentistry's beautiful modern mountain look and cutting-edge dental technology

He got his start at the Portsmouth Naval Hospital in Annapolis, Md., after graduating in 1998, but now Bruce Watkins, DDS, captains a brand-new ship: Watkins Family Dentistry in Elkhart, Ind.

The practice is an anchor of the Elkhart River Walk redevelopment project in the heart of downtown and brings a vital new influence to the area, attracting 30-40 new patients every month.

Dr. Watkins' reason for building a new office was that, at 1,000 square feet, he and his staff of five were squeezed for space. He had invested in digital technologies – with both GALILEOS 3D cone beam and CEREC systems – and needed an updated office and more space to showcase them. Watkins wanted a building that looked like a mountain retreat, with a rugged lodge look and comfortable patient amenities. He spent hours upon hours researching images of lodges and resorts online, and in May 2011, he began the design process with his contractor and architect on the project, Tom Borger of Borger Associates.



"I kind of had an idea that I wanted what we call a modern

mountain look," Watkins said. "We wanted something different than just a square brick building. We wanted it to look like a lodge – give it a comfortable, relaxing, vacation feel."

The stunning new building won an award from the Elkhart Chamber of Commerce and truly brings Watkins' fondness for the outdoors to the forefront. In fact, this off-road Jeep enthusiast built a practice with a real sense of place in a beautiful, nature-filled location where Jeep aficionados and other outdoors lovers would feel right at home.

While it was Watkins' singular vision that brought the project to fruition, the Patterson team played an important part in making the doctor's ideas a reality. Ryan Link, Patterson service technician, was instrumental in working with Watkins as he made his decision on operatory equipment. "We always go to Patterson any time we need any service work. We even request Ryan," Watkins said. "All the service techs at Patterson are great, and Ryan understood what we wanted and needed. He was very knowledgeable and professional about the installation. He took great care to make sure the equipment was not damaged and everything was used as effectively as possible. He did a great job." >>



The choice to stick with Patterson for the new building was easy for Watkins. “We were given equipment options from many companies at meetings and decided that Patterson was going to be our best partner,” he said. “They were very active in being there when we had questions and making themselves available more often than the other competitors.”

From important equipment decisions to putting together some of the children’s furniture a couple of days before opening (done by Chuck Gleisner, retired Patterson sales representative), Watkins says the Patterson team was there for him. After he and Borger had a preliminary building design, they brought in John Link, Patterson equipment specialist, who presented additional floor plan options. “We tweaked it a little bit,” Watkins said. “And John put the finishing touches on [it]. He did all the detail work at the end and really brought things together for us.”

While the function of the building was designed with the utmost care, the execution of the modern mountain look was done equally well. Upon entering the building, patients are greeted with a rustic reception area with a floor-to-ceiling ledge-stone fireplace, leather couch and hickory wood chairs. The neutral color scheme is soothing and the high-end finishes, such as granite countertops and a slate backsplash behind the beverage station, feel more akin to a vacation rental than a dental office.

Nature-inspired art is found throughout the building: metal wall sculptures have a Southwestern feel to them, and 6-foot photographs of Lake Tahoe, the Grand Canyon, and other natural wonders are printed on high-definition crystal paper and framed by the ledge stone along the walls and in the hallways. “[They’re] designed to look like you’re gazing out a window,” Watkins said.

For the littlest patients, the playroom off the lobby is a fun place to wait with children’s furniture, lots of books, and arcade-style Pac-Man and Donkey Kong games. A cartoon mural of Elkhart painted by one of Dr. Watkins’ patients depicts icons such as Notre Dame, downtown, parks, and even Watkins Family Dentistry.



A conference room and staff lounge on the second level look out over the river, and at 6,000 square feet, the building contains six finished and four unfinished operatories, which will allow Watkins to expand his practice through a partner or rental to other dentists.

The entire office is designed to put patients at ease, especially in the operatories. "We wanted to continue the relaxing theme with the high-end A-dec chairs," Watkins said.

An A-dec Educational Experience trip to the company's headquarters in Oregon with John Link and branch manager Tom VanAntwerp helped Watkins, and his wife and office manager, Jenny Watkins, choose the right dental chairs to outfit the "lodge."

"Looking at the quality, and the way they build things, and it's an American company, we decided to go ahead and have A-dec build all of our equipment – cabinets and chairs," Watkins said. "We decided that we'd go with what we consider the best equipment with the best track record to avoid future problems."

To get the maximum efficiency out of his A-dec purchase, Watkins decided to include two entries into each operator and extra-wide hallways to make it easy for staff to move around the cherry-finish cabinets. Always looking for ways to increase his clients' productivity, John Link helped design a unique solution: "We built [Watkins'] lights and his monitors into his dispensing units," he said. "Normally they're wall-mounted. You have the light mounted on the wall and then you have the dispensing unit, which has the gloves, cups and towels on it. In this case, we combined them. It's the first office that we did that way, and it turned out really nice."

Patients can use the monitors to surf the Internet and watch TV during treatment, and staff can use them for viewing images and treatment plan education.

In the old location, the operatories were computerized and could run Schick intraoral digital X-ray sensors, but they weren't used at full capacity. Watkins decided to >>



switch to Eaglesoft – with its intuitive sense, full integration and customized schedules and charting – to optimize his practice’s digital technology. He also incorporated the GALILEOS with the CEREC the practice already used.

“We had already been a CEREC practice and stuck with the upgrades consistently,” Watkins said, but the new building allowed him to get more out of his equipment. “The GALILEOS integrated really well with the CEREC. We wanted to expand our ability to do implant, third-molar and impaction surgeries, which we do a lot of, with better accuracy. Those two pieces of equipment integrate really well for what our future goals are.”

“The floor plan also provides a good flow for the sterilization and lab processes,” Dr. Watkins said. A-dec cabinets provide an abundance of storage for the Preference ICC Sterilization Center, and a window into the lab allows patients to see their crowns being custom milled.



“I wanted to make sure that the patient could see what it is we’re doing because they’re always amazed by the CEREC product,” Watkins said. “We don’t use it for just a few crowns, we also do front teeth. Sometimes I have the local lab techs, who are very well-trained in CEREC and Sirona, process those, and we can do full smiles in a day. They’ll design them and do custom staining, and I’ll do all the prepping and delivery. Sometimes I’ll do it on my own; complete smile makeovers with CEREC, and they’re done in a day. It’s a lot of fun. Patients love to see us design it and look at the three-dimensional imaging.”

With the new Omnicam, a patient can better imagine his or her new smile. “They’ll be able to look at things in color. I think that will create even more of a need or want to follow through with treatment because they can see what their mouth looks like three-dimensionally,” he said.

Giving patients more options and the best in technology makes sense coming from someone who enjoys anything with four wheels. Watkins got involved with off-roading through friends, and they can be found some weekends at off-road parks. “It’s exhilarating driving over things you’re not normally supposed to drive on,” Watkins said. “It’s a lot of fun getting out there in nature and pushing the limits of your vehicle.”

Driving Jeeps off-road is a pastime that befits the rugged, rock solid spirit behind the mountain lodge esthetic of Watkins Family Dentistry.

“I think a lot of our patients are asking for treatment and accepting the recommendations that we’re making because they feel confident; confident with the work that we do, the quality of care that we were providing,” Watkins said. “It’s kind of a win-win.” **PT**



From left to right: Chuck Gleissner, Steve Gordon, John Link, Dr. Bruce Watkins, Tom VanAntwerp and Ryan Link

PATTERSON TEAM

Tom VanAntwerp, *Branch Manager*

Steve Gordon, *Territory Representative*

Chuck Gleisner, *Retired Territory Representative*

John Link, *Equipment Specialist, Office Designer*

Ryan Link, *Service Technician*



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