



**PRACTICE PROFILE**

**DENTAL PRACTICE**

Howland & Traube Family Dental  
Lehighton, Pennsylvania

William A. Howland, DMD  
Meredith Traube, DMD

**OFFICE**

Square feet: 5,000  
12 operatories

**EQUIPMENT AND TECHNOLOGY**

- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 511 Dental Chairs
- A-dec 541 12 O'Clock Delivery Systems
- A-dec 542 Delivery Systems
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Accessory Consoles

- A-dec Dental Cabinets
- A-dec LED Dental Lights
- A-dec Monitor Mounts
- A-dec Sterilization Center
- A-dec Treatment Consoles
- A-dec/W&H Assistina Handpiece Maintenance System
- Air Techniques Airstar 70 Compressor
- Air Techniques Mojave Dry Vacuum System
- CEREC Omnicam AC & MC XL
- Eaglesoft Practice Management Software
- Midmark M11 Autoclave
- Porter Vanguard Manifold Systems
- Progeny Preva DC Intraoral X-ray
- Schick CDR Elite Digital Sensors
- SciCan High Speed Handpieces
- SciCan STATIM 5000 Autoclave
- Sirona Orthophos XG 5 Digital Pan

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

# Mountain Revival

A rural Pennsylvania practice gets a new look and takes its existing technology to new heights when it expands in a big way.



William A. Howland, DMD, took the reins of his current practice in 2004 after his partner, Dr. Jan Gulden, retired. The practice is located in Lehighton, Pennsylvania, a picturesque rural enclave outside of Allentown. In 2012, Howland chose to expand his building with the help of Patterson Dental. The improved office opened its doors in March 2013, and about the same time associate dentist Meredith Traube, DMD, joined the practice.

The expansion arrived just in time. The plain brick building that housed William A. Howland, DMD PC, would need to transform from a tiny 1,177-square-foot building into an inviting and open space that showcased Howland's CEREC MC XL milling unit and Schick Elite sensors, and didn't make patients feel claustrophobic.

He also needed more operatories than his three-chair office provided. At one point while still in the old office, Howland was booked out 16 weeks. This discouraged patients who had long wait times for appointments. It also meant that Howland stayed late most nights to accommodate his regular and emergency patients' needs.

Now Howland's office has eight operatories with the potential for 12. He chose to "go big" because he wanted to build an office that would be large enough to serve his patients for many years to come. "I didn't want to do this twice," Howland said, recalling his decision.

### Getting to know you

Howland graduated from New Jersey Dental School in 1997 and completed his general practice residency at Harvard, where he was invited to spend a second year in the program as chief resident. He then joined Dr. Gulden's practice in 1999.

It was in early 2010 that Howland began mulling over his options for expanding his practice. The practice was growing from year to year, and with the small space and overextended schedule he realized it would be difficult to grow and serve the community if he didn't physically expand the business and take on a partner.

Initially, Howland considered whether to relocate. But his position in the center of town, with its good visibility and proximity to a well-traveled highway and the local school district campus, was too good to leave. He decided to build on his existing one-acre site.

He wanted a space that was dedicated to patient care and was conducive to productivity, so he chose not to add nonessential amenities. For example, he doesn't have many offices and consultation rooms, and he shares a private office with his associate and chairside assistant.

At the time, there were no pediatric dentists or endodontists in Lehighton. "I wanted this building to attract quality dental specialists to the area so my patients wouldn't have to travel a distance for some services," Howland said.

Howland was considering his expansion plans when he met >>







Gary Clister, Patterson Dental equipment specialist. As the equipment specialist, Clister was there to help Howland get the most bang for his buck from his Patterson Dental equipment. As the expansion plan became a reality, Clister was in a position to really help.

Howland laughed as he recalled photographs of Clister in ankle-deep mud when cement was poured for the new building. He said Clister even helped move the practice into the new building on a Friday night so that Howland was ready for his Saturday morning appointments.

Even though the project had its ups and downs, Howland knew that his Patterson team would be there for him during the financing, permitting and engineering phases of the expansion. "They were with me every step of the way," he said.

### Uplifting appearance

At the outset, Howland knew he wanted to set his practice apart by making it welcoming, open and airy. The Patterson Dental team set to work designing an ideal office layout that would meet his requirements.

"One of my primary needs for the expansion was that I wanted cathedral ceilings everywhere," Howland said. "I think dentistry is claustrophobic for everyone involved. It's claustrophobic for the patient; it's claustrophobic for the dentist and the assistant. I really wanted to have an open, airy feel in the building design."

This was accomplished with a 15-foot vaulted cathedral ceiling that runs the length of the building, letting in natural light through skylights and transom windows. Some days, Howland says, he doesn't need to turn on the lights in the reception area and in the hallways outside the treatment areas because the sunshine pouring in illuminates the interior.

An interior designer (the daughter of his chairside assistant) helped Howland choose rich wood finishes and warm colors to put patients at ease as soon as they enter the office. Post and beam construction lends a refined, earthy feel to the place.

"The interior decorating was really the icing on the cake," Howland said. "She did a phenomenal job with the color palettes, the accent colors and the natural stone-like tiles in the operatories. It turned out great."

"I didn't want to go with an ultra-modern look because our area is very outdoorsy," he added. "We're in the Poconos up here. People are mountain bikers, very earthy folks."

In keeping with the open feel, Howland chose not to position any dental equipment in front of the patients; all they see is a TV/computer screen and art on the wall in front of them. The thinking behind this choice is that having equipment crowded around the patient makes their experience less enjoyable. The A-dec 511 chairs he chose give patients a relaxing seat, and the A-dec rear and side delivery units keep instruments out of patients' eyesight.



As a lefty, Howland was glad to outfit his office with equipment tailored to his needs. The left-handed side delivery units were originally intended solely for his use; however, his associate, Dr. Traube, is also a lefty. Regardless of which operator they work in, the doctors have unfettered accessibility due to the configuration of the rear delivery units and the side and rear cabinets.

The A-dec dental furniture was an easy choice, according to Howland, who traveled to the company's headquarters in Oregon with his wife, Suzanne Howland, as part of a Patterson-sponsored A-dec Educational Experience (AEE). Howland's territory representative, John Powanda, and Clister joined them at A-dec to assist them in choosing from the myriad options available. Howland wanted a clean look for his dental furniture that wasn't too modern, and most importantly, he wanted high-quality dental furniture, chairs and delivery units that would last well into the future.

"A-dec wasn't a difficult sell for me," said Howland, whose 30-year-old A-dec carts in his prior office worked great. He considers his A-dec equipment purchases to be a lifetime investment and knows that the new units will be serviceable throughout his entire career.

As patients walk down the hall toward the operatories they see the A-dec sterilization center to their right through a row of windows. "I fell in love with the sterilization center in Oregon," Howland said. "I loved how it worked. It's as hands-free as it could possibly be. I really wanted to design the office so you could see what's going on in there." Howland's commitment to best practices is evident by his choice to make this critical area visible to all patients.



Another unique aspect to the design was the decision to place the CEREC MC XL milling unit in a special display in the reception area so patients could see the machine in action. "I want people in the waiting room to see what's going on with CEREC, and maybe have them ask questions," Howland said. "Many times, I walk my patients out there so they can watch their new crown, inlay or onlay get milled there. And they are absolutely flabbergasted."

Putting the CEREC MC XL milling unit in view of the waiting room was an early concept, Clister said. "Howland thought it was a nonthreatening way of talking about CEREC restorations with patients," he said. "And with his new Omnicam, he's using the MC XL more than ever." >>





Howland used CEREC in his previous building and has since upgraded the unit to Omnicam. "The CEREC Omnicam has been absolutely practice-changing for me," he said. "I went from eight per month to 30 per month with Omnicam. I can image things better. I can get subgingival margins with Omnicam. And the tools that you use to modify the virtual restorations on the screen are much more efficient."

### Simplified with Eaglesoft

Early on in their relationship, Howland's Patterson team discussed the possibility of moving the practice to Eaglesoft practice management software. As the plan for the office expansion took shape, Howland decided to implement Eaglesoft in November 2012, while still in the old office.

Patterson provided the staff with two days of in-office training in addition to on-demand tech help from the Patterson Technology Center (PTC) staff. Howland says he'd never go back to his previous practice management software and he's very appreciative of the PTC staff, whom he calls brilliant, polite and patient.

"Now we're going beyond the tip of the iceberg with Eaglesoft," he said. He added that Eaglesoft's integration with the Schick digital radiography system, and the fact that patient information is seamlessly integrated, makes Eaglesoft a step above the rest.

### The upshot

After breaking ground in September 2012, it took six months to complete the new section of the building. In March 2013 the practice moved into the new addition so the old building, what would become the new reception area, could be renovated. Howland says it was logistically difficult, but overall the project went well. He only closed the office for three days due to construction.

Howland is happy with his new building and state-of-the-art equipment, but the improvement he's most pleased with is the ability to better serve his tight-knit community. He retained all of his office staff and added full-time and part-time employees, in addition to welcoming Dr. Traube to the practice.

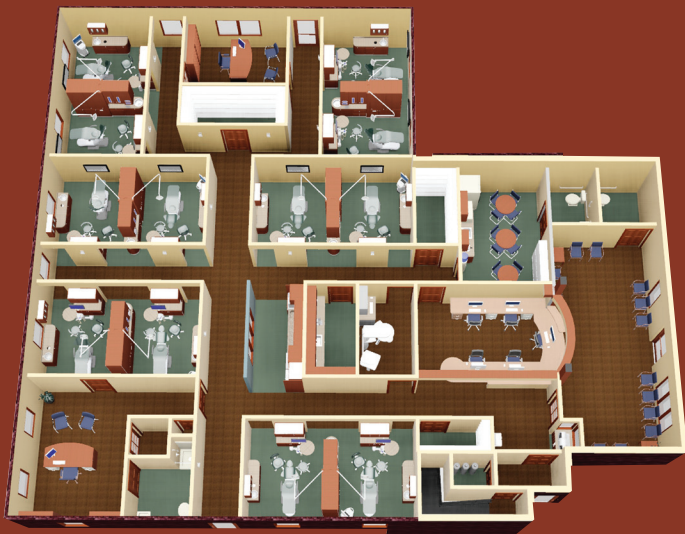
The new building and expanded services have attracted more patients. For example, Dr. Scott Frey of Frey Smiles in Allentown now provides orthodontic services at Howland & Traube three times a month. Howland thinks his new building helped convince Dr. Frey to set up a satellite practice there. Now he is looking for an endodontist, a pediatric dentist and other specialists to share his office and serve the people of Lehighton.

While an expansion of this type is bound to have its challenges, a well-laid plan and an outstanding team of professionals helped to smooth the transition. "When you do a project like this, you have to surround yourself with people who know what they are doing," Howland said. With its open and airy feel grounded in top-notch dental equipment and technology, Howland & Traube Family Dental is set to meet its long-term goals and become an even more valued member of the community. **PT**

To learn more about  
Howland & Traube Family Dental,  
visit [howlandfamilydental.com](http://howlandfamilydental.com).



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



From left to right:  
Ted Vlamis, John Powanda, Brad Shelp, Dr. Meredith Traube, Dr. William Howland,  
Stan Bochak and Gary Clister

### PATTERSON TEAM

Ted Vlamis, *Branch Manager*

John Powanda, *Territory Representative*

Gary Clister, *Equipment Specialist*

Stan Bochak, *Service Technician*

Brad Shelp, *Service Technician*

Susan Nagel, *Office Designer*