

Finding Room to **Grow**



PRACTICE PROFILE

DENTAL PRACTICE
Hood Dental Care
Denham Springs, La.

Ed Hood, DDS
Mindy Moore, DDS
Andrew Hood, DDS

OFFICE
Square feet: 6,600
13 operatories

EQUIPMENT AND TECHNOLOGY

- A-dec 511 Dental Chairs
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec Central Consoles
- A-dec Delivery Systems
- A-dec Dental Cabinets
- A-dec LED Dental Lights
- A-dec Lisa Sterilizer
- A-dec Monitor Mounts
- A-dec Sterilization Center
- A-dec/W&H Handpieces
- CAESY Patient Education Software
- CEREC Omnicam AC & MC XL
- Digital Doc IRIS Intraoral Cameras
- Eaglesoft Practice Management Software
- Progeny Intraoral X-ray
- Schick CDR Elite Intraoral Sensors
- Sirona GALILEOS
- Sirona Heliodont Intraoral X-ray
- Sirona Orthophos XG 3 Digital Pan

In 2002, Ed Hood, DDS, built the office that would house his practice for the rest of his career.

The gorgeous brick building was equipped for eight operatories and dwarfed the 1,700-square-foot office that had held Hood Dental Care for the previous 12 years. Hood, at home in his new office, knew he had all the space he needed. Until he didn't.

"Going from my three-operatory office to



this one that was 4,200 square feet, we could kind of get lost," Hood said. "It was a beautiful office; patients always talked about how pretty it was. It was really something to be proud of, and I was. I never dreamed there would be a time when I would think to add on to it. That was it. Or so I thought."

The growth that encouraged Hood to build the new office continued once he was practicing in it. He brought on an associate, Mindy Moore, DDS, and finished the practice's final two operatories (only six were equipped during construction). Then, 10 years after he built the new office, he stepped back. Somehow, in a way he had never seen coming, he realized that he was out of room as his son, Andrew Hood, DDS, was almost finished with dental school and set to join the practice.

"We were out of space, and you can only do so much with the operatories you have," Hood said. "I never thought I'd need more space, but if you have demand and patients to get in, you have to have places to seat them. Same-day treatment is one of the biggest ways we can increase our

productivity. We add people every day. I couldn't do that without the rooms."

With that, Hood started to look into an expansion. A canal behind the building and development on another side meant acquiring the lot next to the practice was the only option. It worked. Hood selected the same contractor and many of the same team members who built his new practice in 2002, which simplified the process, including matching the building's original brick and creating an exterior staff entrance that mirrored the practice's main portico entrance.

The contractor gave Hood two options when the project started: to close the practice and finish the construction process more quickly, or to take a little longer and stay open as many days as possible. Hood chose the latter. Throughout the construction process, which added on 2,400 square feet, he estimates the practice was closed for less than two weeks.

"All we needed was more room. I liked the floor plan I had, so basically, we extended the hallway with our operatories and added >>





on five more," Hood said. "We also added more business office space, a private office and overhauled the breakroom."

A team effort

When it comes to an expansion like the one at Hood Dental Care, there are many moving parts. From working with municipal governments to contractors and subcontractors, a new surprise lurks behind every corner. Hood found comfort in having a Patterson Dental team he could rely on.

"I don't know how you would do it without a representative here whenever you need it," he said. "Every time the plumber comes in, every time the electrician comes in, they have questions. I can't answer those questions. [Equipment Specialist] John Tessitore would come in and he would check the floor plans and make sure the equipment was in the right place. That was invaluable. Contractors know how to do a lot of stuff, but they don't know dental equipment."

With the help of his Patterson team, Hood said problems that could've cost days in the construction process were quickly solved. Oftentimes, the contractor would go directly to Tessitore with questions, which Tessitore encouraged.

"I told Dr. Hood, 'All you have to do is tell me where you want to go,'" Tessitore said. "My job is to get you there. Put your trust in me, put your value in me and I'll do it. And it was a smooth transition the whole way through."

Along with his Patterson team, Hood went on an A-dec Educational Experience to the company's headquarters in Newberg, Ore. There, he saw firsthand the meticulous care and quality with which A-dec manufactures its products.

"Everything I've ever had from A-dec has been great," Hood said. "When you go see the quality that's put into their products, it just proves that there's a reason behind everything. It's beautiful equipment that's also very functional."

Patterson Territory Representative Cody Wray worked with Hood throughout the expansion process. He said Hood's approach to dentistry is patient-focused, and was reflected in the equipment and technology he chose. "He believes his patients deserve the best," Wray said. "They deserve the best care, to sit in the best chairs, the best equipment to work on them. And that's what he brings into his practice."

New space, new capabilities

Business office staff members are important to keep everything running smoothly at Hood Dental Care, but they didn't have the space to run smoothly prior to the expansion. The space designated for the business office more than doubled.

"I had space at the old office for at most five staff members," Hood said. "Now, we have extended to have private office space for up to 12 or 13. Some of them are on the phone most of the day, whether it's insurance or hygiene coordinators who are trying to keep the schedule full. It's



really beneficial to them. They have a space now that's kind of away from everything."

Hood Dental Care's growth also meant a growing staff. Unfortunately, as the staff grew, the breakroom stayed the same size. The eight-person table that once fit all the staff members was no longer large enough, as the staff had grown to 18.

"We couldn't eat lunch together," Hood said. "We really needed a bigger breakroom, and we needed a better breakroom too. Our breakroom now is probably nicer than my house. We have plenty of space that can be used for different purposes now. We have a projector hooked up to the Internet so that we can do training and educational programs. The staff has been thrilled with it."

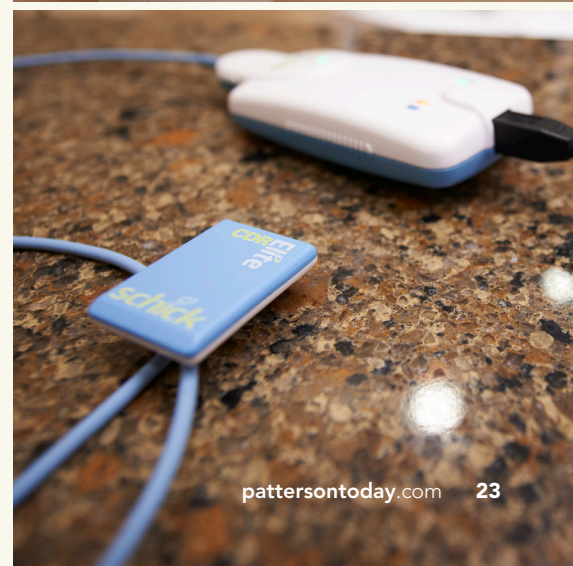
Since completing the expansion, staff has grown even further, to 27. There's still room for more in the new breakroom.

Enhancing the patient experience

The staff benefited from the expansion with additional business office space, a larger breakroom, and an improved workflow thanks to the added operatories. But the expansion was also a chance to continue to offer more to the practice's patients.

Hood had long been an early adopter of technology, and years before the expansion brought CEREC into his practice, he taught himself to use it. Later, he realized he wasn't using it as well as he could, and he started to take courses, one after the next, until he had an expert knowledge of CEREC. He only started to appreciate it more. Shortly after the expansion, he upgraded his CEREC to Omnicam, and brought in a second machine and milling unit.

"Of all the changes we saw – and there were a lot – the biggest change in my practice was upgrading the CEREC to get more efficient and do that the same day," Hood said. "We have a TV commercial about same-day dentistry and people come here specifically for that when >>



they know they need a crown. Lots of them see other dentists, but when they know they need a crown and they don't want to go the second time, they come here specifically for that."

Hood also saw the value in using CEREC alongside Sirona GALILEOS 3D imaging. At a 3D Summit in Fort Lauderdale, Fla., he saw the potential for carrying out more stress-free surgical procedures; he wouldn't be calculating and looking for angles but instead using the 3D scan from the GALILEOS as a guide.

"With those technologies and the way they integrate together, I just knew how valuable a tool it would be," Hood said. "To be able to integrate those two technologies together and essentially design the crown and plan the implant based on the prosthetics that you're going to do, to where you could essentially have the crown made before you even do the surgery, that's pretty space-age to me."

Same-day treatment is an important element of Hood Dental Care's expansion. Whether it's CEREC or an emergency case or just a last-minute request, the new office allows Hood and his team to reach more patients. When it comes to Hood's approach to dentistry, reaching patients is about as important as it gets.

"A lot of people say, 'Every dentist should have one chair that nobody ever sits in,'" Hood said. "Then you know you never turn a patient away because you don't have the space to accommodate them. There is a cost to investing in equipment, but it costs more to have to turn people away." **PT**



To learn more about
Hood Dental Care, visit
hooddentalcare.com.



From left to right:
Brian Villery, Bo Roberts, Cody Wray, John Tessitore, Chris Counce, Dr. Ed Hood, Mike Talley,
Larry Lafrance and Cary Coldwell

PATTERSON TEAM

Chris Counce, *Branch Manager*

Cody Wray, *Territory Representative*

John Tessitore, *Equipment Specialist*

Mike Talley, *Equipment Specialist*

Lionel Augustin, *Service Technician*

Cary Coldwell, *Service Technician*

Josh Haydel, *Service Technician*

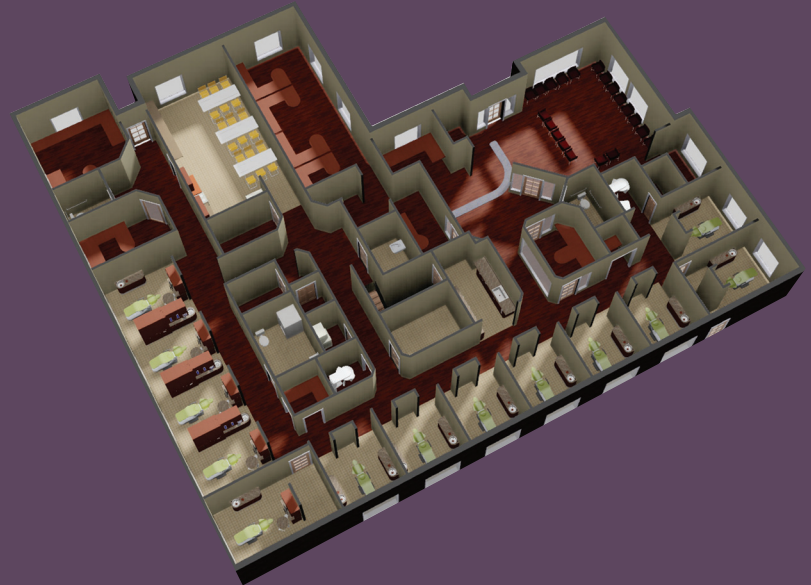
Larry Lafrance, *Service Technician*

Bo Roberts, *Service Technician*

Brian Villery, *Service Technician*

Shea Handley, *Technology Advisor*

Tim King, *Office Designer*



Visit pattersontoday.com
to take a virtual tour of this practice!