



## PRACTICE PROFILE

### DENTAL PRACTICE

Smiles by Design Dentistry  
Los Gatos, California

Maye Lazaar, DDS

### OFFICE

Square feet: 2,400  
5 operatories

### EQUIPMENT AND TECHNOLOGY

- Accutron Digital Newport Flowmeter Portable System
- A-dec 333 Continental Delivery Systems
- A-dec 511 Dental Chairs
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Cascade 1601 Doctor's Stools
- A-dec Cascade 1622 Assistant's Stools
- A-dec LED Dental Lights
- A-dec Preference ICC Sterilization Center
- A-dec Treatment Consoles
- Air Techniques AirStar 50 Compressor
- Digital Doc IRIS Intraoral Cameras
- Eaglesoft Practice Management Software
- KaVo Handpieces
- Midmark M11 Ultraclave
- Midmark Preva DC Intraoral X-ray
- Planmeca ProMax Digital Pan

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







# Beyond the Surface

*Cosmetic dentist Maye Lazaar, DDS, saw how a change in scenery could benefit her practice, her staff and her patients*

The space that houses Smiles by Design Dentistry in Los Gatos, Calif., wasn't a dental office when Maye Lazaar first visited it.

The foyer wasn't a reception area with a luxurious feel. There weren't chandeliers lining the hallway between operatories.

That didn't stop Lazaar from visualizing it that way.

Lazaar, DDS, graduated from dental school in her home country of Brazil 18 years ago and opened her first practice there. It was new and modern with an Italian style and, by all accounts, it was a beautiful space. Then Lazaar met her husband-to-be, Sam. And that was that for her beautiful new practice in Brazil. Lazaar moved to the U.S. with Sam, and practice ownership for her would have to wait a few years. >>





"I was an associate at a couple of different practices after moving to southern California, and it was the perfect time for us to start a family," she said. "Then, the opportunity presented itself to purchase a practice in [northern California]. We visited San Jose and looked at the practice and it made sense because my husband's side of the family lives here."

From a family standpoint, the move made sense. From a professional standpoint, Lazaar knew it would be a stepping-stone. The practice was older and Lazaar, who works primarily in cosmetic dentistry, said she never felt fully comfortable presenting bigger cosmetic cases there. So she waited until the time was right for the next stepping-stone, and step she did.

#### Finding the right space

Lazaar thought about remodeling the space she had been in previously, which she shared with another doctor, because her patients were comfortable there and it had potential. After some consideration, she decided it was best to look for a new location. Early on, she had little luck in her search.

Then she found the perfect spot just outside San Jose, in Los Gatos. "We fell in love at first sight," she said of her first visit to the space. "It was just a regular office space, but honestly, it all came to me when I

first walked in. I knew exactly what I wanted. I knew the operatories needed to go against the windows; I knew I wanted the waiting area to look like a living room, welcoming and comfortable. I just knew it, I saw it right before my eyes when I walked in."

Though she had identified a space, Lazaar still hadn't identified a partner to help her through the construction process. She hadn't worked extensively with Patterson Dental, but had heard good things about the company's ability to help dentists build the practice of their dreams.

"She came into Patterson and it didn't take long to discover that we shared the same philosophy," said Patterson Equipment Specialist Stan Sitzmann, who helped Lazaar build Smiles by Design but has since retired. "We told her that our main aim is to take care of the customer. If you want to be taken care of for years to come, you need someone who will be there for you. Any future problems are our problems, together."

Lazaar recognized the same connection to Patterson's philosophy, and Sitzmann started working closely with her to help her bring her dream practice to life. He helped connect her with trusted contractors and other local dental office experts, then shared project management duties with her husband, Sam, to ensure that all issues during the construction project were addressed swiftly.

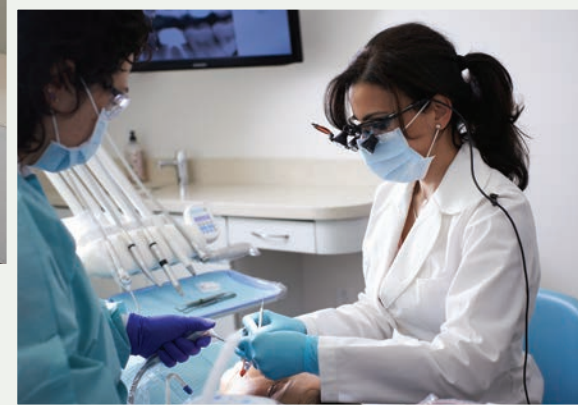




"First of all, I could really tell that they cared," Lazaar said of her decision to start working with Patterson at one of the most important points of her career. "That was a huge part of it. I didn't feel that other competitors cared. You have perceptions and you can tell when people really care, and Patterson wanted me to be successful not just in the new practice process but throughout my career. They wanted things to work out for the best for me."

It didn't hurt that the Patterson team was well versed in building new offices, or that they were willing to help Lazaar anytime, day or night. Territory Representative Karen Segovia recalls more than a few evening and weekend calls with Lazaar. "We always kept her in the loop, because she was working hard at her existing practice during the day, so it's not like she could project manage all of the details at the new practice," Segovia said. "We promised her we would connect her with the best of the best and she really trusted everything we told her. It made the entire process a very seamless transition and as worry-free as possible for her. There are so many things that are involved and we viewed our role as making things less stressful for her, so she could keep her practice going. Basically, we said, 'You be a dentist and leave the rest to us.' She stayed open the entire time aside from the week they were moving."

The working relationship with Patterson grew stronger thanks to the construction project. In the time since, Lazaar became a loyal Patterson customer and Segovia has realized they share much more than a business philosophy. "She is just such a lovely, lovely person," Segovia said. "Her vision of what she wanted and who she is, matched up perfectly with the values of our company and my personal values, too." >>





### Equipping the space right

When it came time to transition the space from the offices it had housed previously to being a full-blown, modern dental practice, Lazaar had to turn her vision for the space into a plan.

"I wanted it to be luxurious for our patients," she said. "I knew I wanted them to walk into a place that's nice and relaxing and if they had to wait a little bit, they would be comfortable. They could sit down, look at the beautiful fireplace and read a magazine, like it was a treat being there. I had that in mind throughout the office, not just in the reception area. Even when I picked the dental chairs in the back, I kept that in mind and I picked the most comfortable chairs possible."

In choosing her color scheme and décor, Lazaar spent a lot of time ensuring her office would have a clean, crisp look and feel. She wanted the office to look clean at all times, in part because she didn't have that feeling at her previous practice. She also considered how she could improve her space from the perspective of her team, including selecting chairs that would improve the ergonomics at Smiles by Design – and they've already noticed the difference that makes.

There are significant changes at almost every turn in the new practice, almost all of them for the better. But that doesn't mean it was easy along the way. Working closely with her Patterson team, Lazaar made decisions about what she'd invest in, what could wait until later, and what she didn't need. Ultimately, it came down to one thing for Lazaar: this is where she is going to practice for the rest of her career.

"I wanted to invest in my office because this is it until the point that I retire," she said. "I felt this is the time to go ahead and take the jump and I'm not afraid of doing it. I wanted to get the best



equipment and the best technology that was available. I just went for it."

That included the Planmeca ProMax pan, which has already made a big impact on Lazaar's practice. Patients love that they can see what the dentist is seeing, and see it in great detail. Plus, she said she's taken advantage of its quality extraoral photography to help with children or patients who have a sensitive gag reflex.

"I think that most of my patients cannot believe what they're looking at," she said. "They walk in and I see their jaws just drop. It's nice and new and modern, and it has exceeded almost all of their expectations. We spent a lot of time working out the details and thinking a lot about how things would look and how they would feel to the patients. Those are the things they notice. I hear a lot about the details, which is wonderful."

It's not just the patients who notice the difference in the practice, though. For Lazaar, it has reinvigorated her love of dentistry and reminded her why she loves to practice.

"I truly enjoy being there. I drive to work in the morning and I am smiling and think I am so excited to go to work. I'm not lying!" she laughs. "I really think that. It's about being able to show people that I really care and I'm trying to give them the best dentistry possible. I see their reaction and it's priceless. I'm just smiling now all day long." PT



**To watch a video of Smiles by Design Dentistry, 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!

For more information  
about this practice,  
visit [smilesbydesigndentistry.com](http://smilesbydesigndentistry.com).



**From left to right:**  
Stan Sitzmann, Mark Webb, Robert La Rocca, Dr. Maye Lazaar, Karen Segovia, Derik DeVasconcelos and James Anderson

### PATTERSON TEAM

- Mark Webb, *Branch Manager*
- Karen Segovia, *Territory Representative*
- Stan Sitzmann, *Equipment Specialist*
- James Anderson, *Service Technician*
- Ray Barron, *Service Technician*
- Derik DeVasconcelos, *Service Technician*
- Vince Farisato, *Service Technician*



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