



PRACTICE PROFILE

DENTAL PRACTICE

Newingham Dental Center
Birmingham, Michigan

Justin Newingham, DDS

OFFICE

Square feet: 4,000
8 operatories

This practice is a Patterson Advantage® Silver member.

EQUIPMENT AND TECHNOLOGY

- A-dec 511 Dental Chairs
- A-dec 541 12 O'Clock Duo Delivery Systems
- A-dec Cascade 1601 Doctor's Stools
- A-dec Cascade 1622 Assistant's Stools
- A-dec Central Consoles
- A-dec LED Dental Lights
- A-dec Monitor Mounts
- A-dec Preference ICC Sterilization Center
- A-dec Treatment Consoles
- Air Techniques AirStar 50 Oil Free Compressor
- Air Techniques Mojave Dry Vac
- Bien-Air Handpieces
- CEREC Omnicam AC and MC XL
- Eaglesoft Practice Management Software
- KaVo Handpieces
- Schick Digital Sensors
- SciCan Bravo
- SciCan Hydrim G4 Instrument Washer
- SciCan Statim 5000
- Sirona Heliodont Plus Intraoral X-Rays
- Sirona Pan/Ceph



Dedicated to a Dream

For more than six years, Dr. Justin Newingham sought the perfect space in which to bring his ideal practice to life.

In an up-and-coming area of Birmingham, Mich., last year, families on their way to the hockey or swim club or to the orthodontist watched as a new building took shape. The future home of Newingham Dental Center was being built, just 20 minutes from where Justin Newingham, DDS, grew up.

Securing the location wasn't as simple as moving down the road to a new neighborhood. Throughout the entire search-and-build process, however, Newingham's Patterson Dental team was by his side, making sure the doctor's dream came to life.

Bright future

When he entered Albion College as an undergraduate, Justin Newingham thought he might pursue a degree in history. After several semesters, however, the courses he was passionate about were related to biology. His parents – concerned with the steep tuition and impending graduation date – encouraged Newingham to consider dentistry.

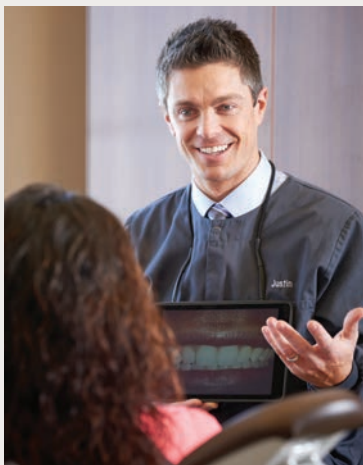
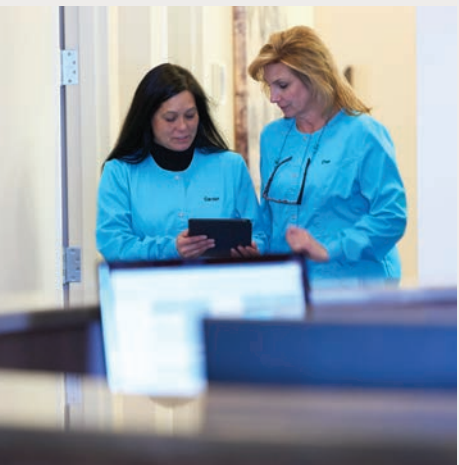
"My parents told me I reminded them of our family dentist. They suggested I talk to him," Newingham said. The young student spent several days with his dentist, then interned at several area practices, and soon had a new career direction. He earned his DDS degree from the University of Michigan and then returned to Birmingham, to work, learn from his mentors and enhance his education. >>





"I always want to do the best job possible during any procedure. That's why I invested in the best equipment available for my office as well as my education," said Newingham, who is now a mentor at Spear Education in Scottsdale, Arizona, and a mentor at the Kois Center in Seattle, Washington. "I knew that I didn't know everything when I got out of school. That's why I went to Spear and Kois, and continue to go, to stay on top of the latest advancements and deliver the best to my patients."

Newingham purchased a practice from a doctor in the area who wanted to phase out his retirement. They worked together for several years and, during that time, Newingham and the office team grew close and developed a bond for which he is grateful.



"We always say, working here is like being on vacation. It should be fun while we're here!" Newingham said. "We just fit together, the same personalities and the same sense of humor." The team enjoys sharing recipes, tasty leftovers and, recently, making nutritious smoothies together.

In 2010, when the previous owner moved on, Newingham began in earnest to determine the next phase of his practice, mainly trying to figure out how to remodel the practice, which had already been remodeled once, in the 1980s. It was housed in an office building with other tenants, and he and the landlord were unable to negotiate new terms or an expansion plan.



Newingham began looking at other existing properties in town, but each time he tried to make an offer, other buyers stepped in with better offers, so he stayed where he was. He continued working with his Patterson Dental territory representative, Andy Wold, and his equipment specialist, Rick Coppens, drafting plans for the new offices that weren't materializing and feeling frustrated at being stuck.

"Andy was a patient of mine at my first office. He's an easy guy to talk to, to ask what's working for other dentists, equipment questions, you name it," Newingham said. "I shared with him and Patterson my desire to become one of the most respected dentists in my area, and they supported that."

In the spring of 2013, the Patterson representatives took Newingham to an office design seminar and encouraged him not to give up on his dream. Later that year, the doctor finally found land for sale that would meet his needs. "I called up Andy and Rick, and told them, it's our best case scenario: we have a blank slate and can do the practice exactly how we want it," Newingham said. "They went back to the drawing board to implement everything I wanted in my ideal office."

Wold and Coppens coordinated the project, ensuring that Newingham's floorplan must-haves were in the architect's final renderings. Newingham and his team run a dental assisting school in addition to the practice, so they needed a facility design that would accommodate both activities without creating too much interaction between them.



CAREERS IN DENTAL ASSISTING



“In the short time we’ve been open, we’ve already seen three-and-a-half times the number of new patients we were seeing at our old practice.”

– Justin Newingham, DDS

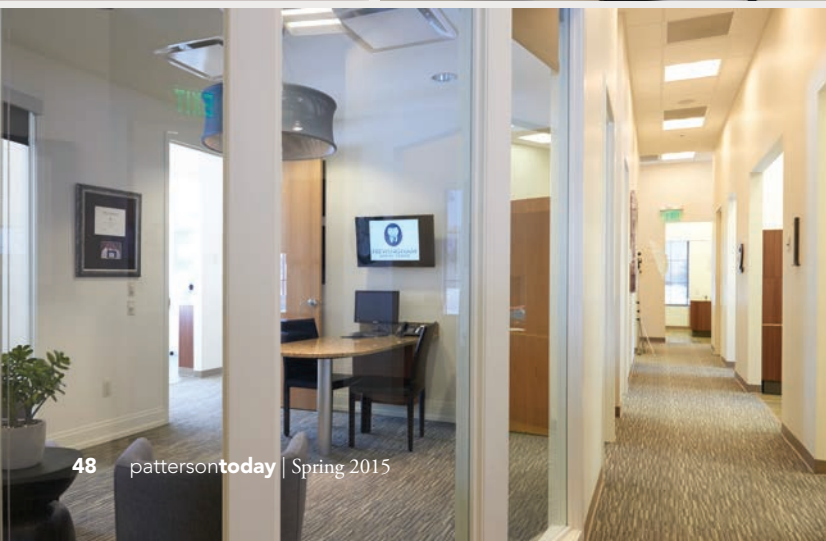
The clinic floorplan design is U-shaped, with one complete walkway throughout the practice. The digital pan and sterilization center are centrally located so that both practice and school can share the facilities and get to them in an equal amount of time. Two of the operatories are dedicated to the clinical side of the assisting school, with the remaining six operatories reserved for the practice. The staff lounge doubles as a classroom and is removed from the main practice area, which helps maintain a separation between patients and the school.

Newingham planned for growth, estimating that, over the next 10 years of his career, patient demand will increase and he’ll have to be ready to accommodate additional team members. “Everything I’ve read suggests that dentists tend to see their most significant practice growth between the ages of 35 to 45. I’m 35 now, so I’ve planned to accommodate in anticipation of such growth,” he said. “In the short time we’ve been open, we’ve already seen three-and-a-half times the number of new patients we were seeing at our old practice.”

Decision time

After years of making and then scrapping floorplans, it was exciting to move into the equipment selection phase of the project. Newingham invested in CEREC technology prior to moving into the new space, to give him and his team time to adjust and practice. Having it ahead of time also helped Newingham better plan for the space the milling unit would need in the new practice. A conference room was set at the front, not the back, of the practice, and doubles as a workspace for patients who wait while having a crown or veneer milled onsite.

Although Newingham was fairly certain that A-dec equipment was right for his practice, Wold and Coppens still took him and his wife to the A-dec facility in Oregon to make their final selections. Dr. Newingham selected A-dec 541 rear delivery systems, A-dec 5580 rear support cabinets and A-dec 511 patient chairs. “I didn’t want arms swinging in front of patients. I like everything to be behind them so that they can see outside the huge windows,” Newingham said. “We like it clean and neat, with nothing on the counters.” >>



“Everything I’ve read suggests that dentists tend to see their most significant practice growth between the ages of 35 to 45.”

– Justin Newingham, DDS

The team previously had one central location for digital X-ray capabilities but, in the new practice, they installed Sirona Heliodent X-rays within the A-dec center consoles in order to take patient X-rays directly in each treatment room.

A-dec monitor mounts are located in each operatory, either attached to the wall or the center console, enabling monitors to swing so patients can easily watch television, or the doctor and team can present X-rays and images without the patient needing to move. Newingham, who is a father of three, was also amazed at how well the monitors work at engaging his youngest patients, who will sit still for any procedure when their favorite cartoon is playing.

At the previous office, Newingham and the team would talk to each other from different operatories. They sought to retain that feature by creating open operatories and placing a galley-style sterilization center in the middle of all the operatories. New patients are given a tour of the center and all patients are encouraged to peek inside. “We would never have encouraged such a thing at our prior office,” Newingham said.

One of the most controversial changes was in the sterilization area, when Newingham proposed switching to cassettes and using a Hydrim. “I felt that this type of system was safer and more efficient, two key factors when considering what was best not only for my office, but for our students who would be washing instruments for the first time. My team was definitely nervous. They’d heard the Hydrim was too expensive to operate and often breaks down, but that couldn’t be further from the truth,” Newingham said. “My team has been very happy with the switch and we love the cassette set-up, where instruments are separate and very clean.”

Even the little tweaks in the new practice have made a big difference, Newingham says. In the lab, for instance, a vacuum helps the team better manage dust and an exhaust fan keeps down the smell when plastic is being cut and trimmed.

Although Newingham’s Patterson team was there every step of the way, Coppens credits the doctor with having the vision and determination to bring his practice to life. “The biggest hand we had in the project was getting Dr. Newingham good information and coaching him,” Coppens said. “We just gave him the right information to help him make the right decisions.”

The next horizon

The facility that Newingham, Patterson and the architect designed is certainly garnering positive attention and not just from patients. The

brick and wood building was designed to last a lifetime and have a timeless look and feel, and it recently won a masonry award. Wood features from the outside carry over inside the practice as well. "We added some earth tones, and stone and wood to the lobby to warm things up. There's a fireplace too. It makes the whole building more inviting," Newingham said.

The attention to detail in all aspects of his practice, from office design to continuing education, has paid off for Newingham's practice as well. Business is growing, and he is enjoying working in a modern dental practice.

The new space is more than just a home for his business, says Wold, Newingham's Patterson representative who was with him through the entire six-year process. "He's created an environment that matches the skills, education and quality of his work."

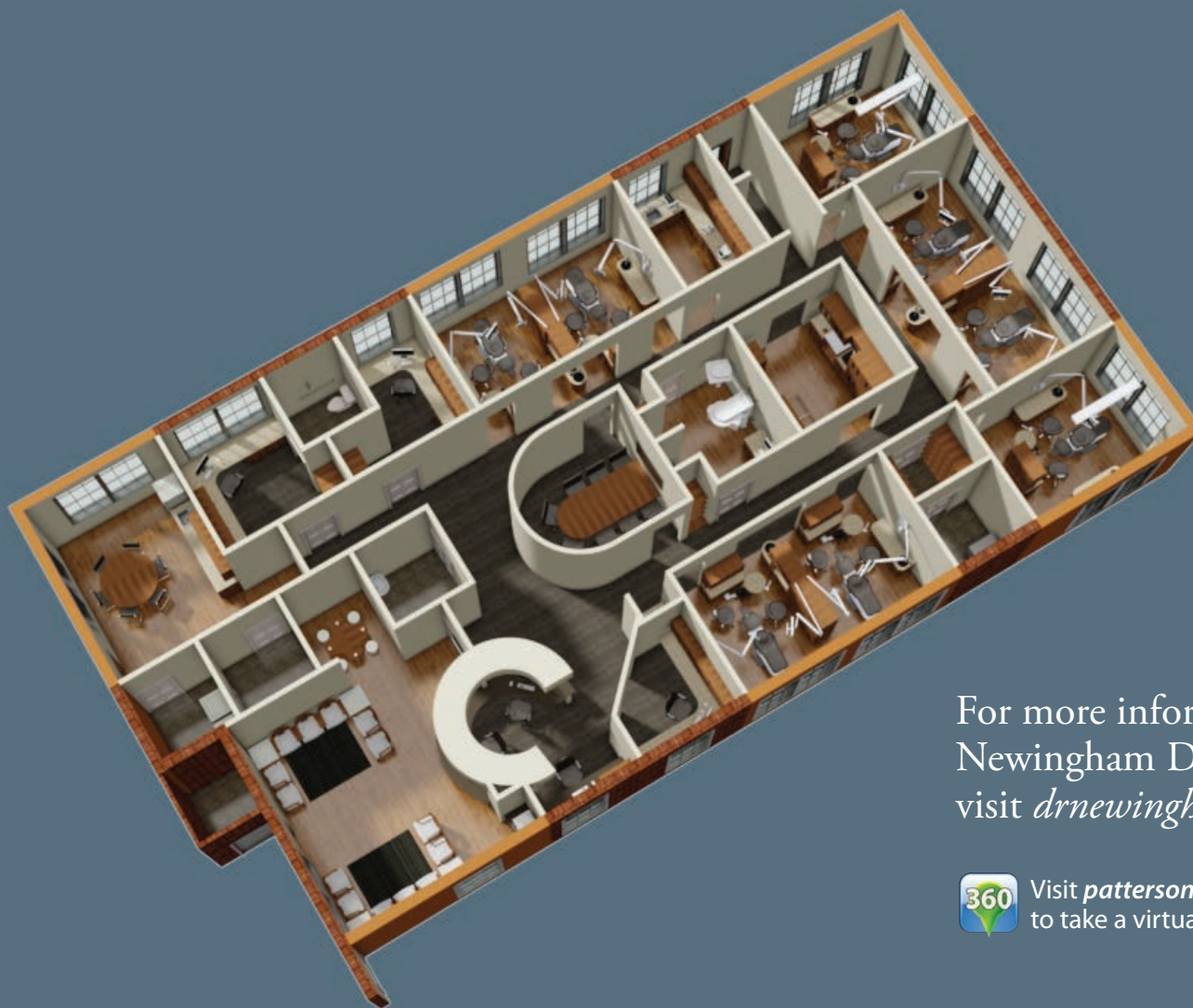
"Like the old saying goes, find a job you like and you'll never work another day in your life," Newingham said. "I truly enjoy every day I get to spend in my practice. This comes as no surprise to me because I have aligned myself with not only a great office team, but a great support team in Patterson. I look forward to many great years to come." [PT](#)



From left to right:
Rick Coppens, Cameron Elrod, Andy Wold,
Dr. Justin Newingham, Jeff Fabian,
Bob Archer, Brad Sidelko, Tom McMartin

PATTERSON TEAM

Cameron Elrod, *Branch Manager*
Andy Wold, *Territory Representative*
Rick Coppens, *Equipment Specialist*
Bob Archer, *Service Technician*
Jeff Fabian, *Service Technician*
Tom McMartin, *Service Technician*
Brad Sidelko, *Service Technician*



For more information about
Newingham Dental Center,
visit drnewingham.com.



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