



PRACTICE PROFILE

DENTAL PRACTICE

North Baldwin Dental Care
Bay Minette, Alabama

Jennifer Glass, DMD
Glenn Glass, DMD, MS

OFFICE

Square feet: 2,600

OPERATORY EQUIPMENT

- DentalEZ J/V Generation Chairs, Stools, Units and Track Mount Lights
- DentalEZ Next Gen Team workstations, Premium Assistant's workstations
- DentalEZ Sterilization Center
- PLANMECA Wall Mount Intra Intraoral X-ray
- PLANMECA Proline XC Digital Panoramic X-ray
- Porter MXR-1 Flushmount Flowmeter
- Porter Vanguard Manifold, Desk Model

This practice is a Patterson Advantage™ Gold member



Practice Makes Perfect

The Glass' Alabama practice went from cramped to cushy – with room for both general dentistry and orthodontics

With North Baldwin Dental Care, general dentist Jennifer Glass and orthodontist Glenn Glass set out to offer residents of their rural town and the surrounding communities a one-stop shop for oral care. Purchased in 2003 from an orthodontist who retired, the Glass' knew they would have to make improvements to the 1,300-square-foot space. When the suite next to North Baldwin became available in 2007, a remodel became a viable option.

Dreaming Big

Regardless of space constraints, the positives outweigh the negatives for Jennifer and Glenn to practice out of the same office »



in Bay Minette, Ala. It's easier for the patients when they only have to make one stop for two treatments. Jennifer's staff is trained to handle most ortho emergencies, such as a wire that needs to be clipped, to make patients comfortable until Glenn is back in the office. And Glenn has access to all of Jennifer's equipment, including computers and digital technology to facilitate case presentations.

From day one, the couple worked hard to build up their patient base in order to afford a major change. They got by for several years in their limited capacity while their patient numbers steadily grew. With their assistants and patients in the small space, however, they couldn't both work at the same time: Jennifer worked three days a week and Glenn worked one at North Baldwin, splitting the rest of his time between a satellite office in Foley, Ala., and a main office in Daphne, Ala.

“Jennifer felt strongly, and I totally agreed, that she should buy equipment from a local manufacturer.” –Wayne Wight

It became difficult for Jennifer to see all of her patients just three days a week. Also, because the Glass' have small children, her day off on Friday was an important perk of private practice ownership she wasn't willing to give up.

Jennifer initially thought the solution to her space and schedule constraints was to build a brand-new practice. She and Glenn worked with a design firm on a floor plan and bought a construction site. But the cost of building new weighed heavily on them, even with the growing number of patients. They pulled the plug on the new building at the last minute and the couple was back to square one.

They really liked their central location in a mini mall on a busy street across from a major discount store, and the patients did, too. When it became available, the Glass' seized on the opportunity to expand into the neighboring suite and remodel to include more operatories, separate ortho from dental, add staff rooms, a lab and sterilization center, and more.

Glenn previously worked with equipment specialist Wayne Wight on a small remodel to his Daphne office, and looked to him again for help with North Baldwin. The couple were concerned about potential lost revenues and what Jennifer's staff would do during the temporary closure,



and challenged Wight to enable the Glass' to keep the practice open as much as possible while the remodel took place.

Equipment Needs Put at Ease

Bay Minette might be a small town, but it's home to DentaleZ, one of the largest manufacturers of dental operatory equipment in the United States. The Glass', who live in Montrose, felt they had a responsibility to support their community by outfitting the practice with DentaleZ equipment.

Wight and the Glass' spent a day touring the DentaleZ plant and visiting the showroom. "Jennifer felt strongly, and I totally agree, that she should buy equipment from a local manufacturer," Wight said. "But we wanted to make sure the equipment was the quality she needed – that she didn't just go blindly into DentaleZ. In the end, however, it was the best equipment for the practice." »



LOOKING GOOD

When you walk into North Baldwin Dental Care, it doesn't exude the typical "clinic" feel – exactly what Jennifer wanted to stay away from. "I wanted something comfortable and homey," she said. In reception are TVs, sofas, rugs, plants and coffee. Jennifer kept their interior design elements simple and clean, using a color palette of warm browns, greens and reds. On her side of the office, she selected neutral artwork and accessorized with spa-like features such as candles and standing light fixtures. In the private dental operatory, Jennifer picked an underwater motif for one wall to establish a relaxing environment during long or difficult procedures. She also planned for paraffin wax hand treatments, warm hand towels and other therapeutic extras.

Glenn, who sees both adult and youth patients, was challenged to find an interior design style that suited all ages. He saw the work of local folk artist Doug Odom and asked him to create a series of unique two-dimensional paintings to hang in and around the ortho area. These have become a unique point of conversation among his and Jennifer's patients, he said.

The company also recognized their unique opportunity to build a showcase office right in their hometown. "Jennifer's a dentist for a lot of DentalEZ employees, so they knew their workers were going to be looking closely at the practice," Glenn said. DentalEZ representative Phil Williams was the couple's advocate. He helped them select chairs, workstations, sterilization, track mount lights and more for the dental side of the practice.

One Side at a Time

Together with Jennifer and Glenn, Wight devised a floor plan that placed new dental operatories into the vacated suite so that the Patterson team could remodel half of the practice while the other, future ortho side remained open. "We were able to put our heads together and design the building so that we could maximize what we were able to do while minimizing time down," Glenn said.

When October finally arrived and the suite next to North Baldwin Dental Care was available, the Patterson team didn't waste time getting to work. "The day the former tenants moved out we cut the floor and laid the pipes," Wight said. "It moved fast."

While it was business as usual for Jennifer and Glenn, next door the Patterson team constructed Jennifer's side of the practice with one private and four semi-private operatories. She selected DentalEZ J/V Generation chairs, stools, units and track-mount lights, along with track-mounted monitors, TVs and computers. She purchased a Proline XC digital pan and moved her practice from film-based to digital.

Lab and sterilization were given more room and prominence in the new area. DentalEZ custom-designed the center specific to the couple's needs and matched it exactly to Jennifer's dental equipment.

By Thanksgiving, the workers were ready to take down the wall separating the two sides of the practice. The couple closed North Baldwin for a long Thanksgiving holiday and planned to reopen in the new year.

"We were able to put our heads together and design the building so that we could maximize what we were able to do while minimizing time down." –Glenn Glass



Glenn's ortho area was built with room for three chairs and used a long hallway opposite it for a video game wall for Glenn's young patients and their siblings. The doctor chose Boyd chairs and equipment, and the space was designed with storage in mind. "I got the biggest side units that you could have for orthodontics so that I could keep everything pretty much chairside," Glenn said. "Spaces are tight and I wanted to minimize movement of my staff." A staff break room and expanded reception also were included in the second half of the remodel.

Every inch of the new practice was designed to maximize space and open up storage possibilities, whether in the operatories, the staff areas or the hallways. The key for the Patterson team was to craft the practice for smooth workflow without letting on to the patients that so much was happening behind the scenes.

A New Home

Shortly after New Year 2008, the Glass' returned to their remodeled practice. Though during the process Jennifer had said she would be happy with just about anything, she was delighted with the results. "Now that we have five chairs and all this great new equipment, procedures go quicker and everyone is able to just flow so much better," she said.

Jennifer increased the number of days per week that she works from three to four, which has had a positive effect on productivity – she’s double-booking hygiene and seeing more patients. And she and Glenn are finally able to work together on the same day.

The new technology also is contributing to the upturn in productivity. The lab and sterilization center are out in the open so patients know everything is clean and sterile, Jennifer said. The digital pan and other operatory technologies have boosted her practice from small-town to big-time. About the intraoral camera, she said, “It’s one thing just to talk to patients about something, but it’s another to actually show them. They’ve responded very well to that.” Bob Donoian, the Glass’ Patterson sales representative, agrees that they’ve elevated their practice. “They’ve brought state-of-the-art dentistry to rural Alabama,” he said.

For equipment specialist Wight, the most exciting result of the remodel is the increased productivity for Jennifer and Glenn, who finally have the room to service existing patients as well as grow into their space. “Production is up. And Glenn’s happier in his space, too,” he said.

To truly judge the success of the remodel, Jennifer is looking at her patients’ reactions. “If the patients aren’t happy, they’re not coming back,” she said. But there seems to be only positive feedback about the new practice. “I had a patient who said to me that she didn’t ever need to leave here because we have everything. She thinks the new office is just great,” Jennifer said. “That’s one of the things I really wanted, and Patterson was able to make it happen.”

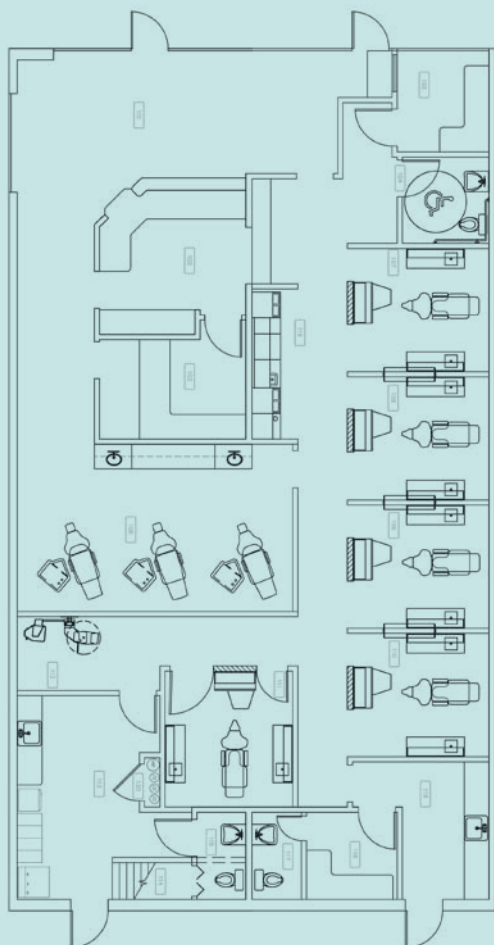
Jennifer and Glenn just celebrated their first anniversary in the new practice. With DentalEZ equipment made by the hometown employer, a warm and welcoming ambience and a custom-designed floor plan that houses all of their needs and more, they finally have a practice they’ll be celebrating for many years to come. **PT**



BURSTING AT THE SEAMS

Jennifer Glass, DMD, and Glenn Glass, DMD, MS, finally realized their new practice dreams after years of working in a small, cramped space. Patterson Dental designed a unique floor plan to optimize storage and provide a satellite office for orthodontist Glenn.

Read more at www.pattersonontoday.com.



PATTERSON TEAM

Michael Brack, *Branch Manager*

Bob Donoian, *Sales Representative*

Wayne Wight, *Equipment Specialist*

Jason Parker, *Equipment Coordinator*

Rene Anaya, *Service Technician*

From left to right:
Rene Anaya, Jason Parker, Wayne Wight, Dr. Jennifer Glass,
Dr. Glenn Glass, Michael Brack, Bob Donoian