



## PRACTICE PROFILE

### DENTAL PRACTICE

Divine Dental Smile  
Reno, Nev.

Monica Lee, DDS, FAGD

### OFFICE

Square feet: 2,000

### OPERATORY EQUIPMENT

- A-dec chairs, stools and delivery units
- A-dec cabinetry, treatment consoles, central consoles, accessory consoles and lights
- A-dec Lisa MB17 Sterilizer
- A-dec Assistina 301 Plus with starter kit
- MCC Stericenter
- Air Techniques AirStar 30 Oil-Free Air Compressor
- Air Techniques VacStar 40 Vacuum System with HydroMiser Recycler
- PLANMECA Intra Intraoral X-ray with 74" arm
- PLANMECA ProOne Digital Panoramic
- Porter Positive Pressure/Demand Valve Mobile Cart
- SciCan Hydrim Instrument Washer
- A-dec handpieces
- Schick digital sensors
- EagleSoft Practice Management Software
- CAESY® Patient Education Systems
- Patterson hardware



## Doing More with Less

When Dr. Monica Lee decided to open a solo practice in Reno, Nevada, she had one very important requirement: the practice had to be as environmentally friendly as possible.

Eco-consciousness comes naturally for Dr. Lee, who grew up and graduated from dental school in California, one of the greenest states in the country. The decision to go green in her new practice was a no-brainer after she considered the impact that building and maintaining it would have on the environment. "I started thinking about the waste that my office would create on a daily basis, when it comes to energy, trash, chemical disposal, transportation of patients, transportation of goods – and what it would do to our environment," she said.

Doing more with less became Dr. Lee's motto as she set to work building her practice, Divine Dental Smile. With the help of her Patterson team, she found creative ways to lessen her practice's impact on the environment with the latest equipment and technology. »

## Green From the Get-Go

Dr. Lee moved to Reno in the spring of 2006. Shortly thereafter, she joined a practice as an associate while getting to know the area and deciding whether to buy into an existing practice or build her own. She discussed the pros and cons of building a new practice with Patterson Dental Equipment Specialist John Pacelli, who encouraged the doctor to branch out on her own.

Dr. Lee began searching for the ideal location for her earth-friendly office. She found several locations she was interested in and Pacelli drew up floor plans for each to assist her in choosing the best space for her needs. After careful consideration, she selected an office located in a professional building on the west side of Reno and construction began in October 2007.

Dr. Lee's Patterson team knew she wanted to go green from the start and kept that in mind during the entire construction process. Working closely with Pacelli and Patterson Dental Sales Representative Mike Sailer, Dr. Lee selected the most environmentally friendly building materials, equipment, technology, furniture and sundries on the market for her new practice. "Every purchase was made with a different consciousness," said Dr. Lee. "Besides thinking about what's good for my patients, there was also that whisper in my ear, 'what about the impact on the environment?'"

When Divine Dental Smile opened its doors in March 2008, productivity levels soared and patients raved about the new practice. Dr. Lee's patient load grew so quickly that she equipped

a fourth operatory just eight months later. "My advisers looked at our numbers – in terms of new patients and the number of treatment plans that have been accepted – and it just blew them away," she said.

Dr. Lee hopes that by doing more with less, she can transfer the savings back to her patients. "If I can keep prices down because we use less, then it's a win/win for everybody," she said.

## Eco-Friendly Technology Solutions

The latest dental technology played a huge role in helping Dr. Lee go green. Divine Dental Smile is completely paperless, thanks to EagleSoft Practice Management Software. Dr. Lee uses several of EagleSoft's eServices, including electronic claims processing, electronic billing, electronic attachments and eReminders. Going paperless not only helps the environment but has also increased efficiency. "There is a small price to pay for these services but it's less than I would pay for an employee to do it," said Dr. Lee. "We can breathe a lot easier because we don't have records to file, we don't have patients to confirm and we don't have so much to do."

*"If I can keep prices down because we use less, then it's a win/win for everybody." – Dr. Monica Lee*





Another earth-friendly technology solution is Dr. Lee's Schick digital imaging system. With less radiation exposure for patients, zero chemical waste and images in just seconds, both Dr. Lee and her patients are impressed with the technology. "I've gotten really good feedback from the patients – they can't believe how fast and efficient it is," said Dr. Lee.



A flat screen monitor at the foot of every dental chair allows patients to easily view digital images and CAESY Patient Education Systems videos. When a treatment plan is presented to a patient, Dr. Lee simply plays the coordinating CAESY video. Then, patients use the electronic signature pad to sign the treatment consent form in EagleSoft, eliminating the need for printed forms.

Even sterilization and infection control are eco-friendly at Divine Dental Smile. Energy efficient washers and dryers launder staff uniforms onsite. In lieu of ultrasonic cleaners, Dr. Lee purchased a SciCan Hydrim instrument washer, which reduces the amount of chemicals going down the drain. Stronger chemicals are used only on instruments and tubing that might contaminate a patient's mouth. Dr. Lee and her staff use mild soap and water to clean chairs and surfaces. The added benefit of using fewer chemicals: "Our office smells better," said Dr. Lee.

A unique element in Divine Dental Smile's design is the absence of a storage room. Dr. Lee chose not to build a storage room in order to reduce waste and ensure that supplies aren't lost in the back of a full supply closet. She keeps only one to two weeks of supplies in the office. Divine Dental Smile's supply manager, Erin, regularly restocks supplies using the eImagine ordering system. She also confers with Sailer regularly to check if there are any new eco-friendly products on the market or



discounts on products the practice needs. Using eImagine has made ordering supplies easier for Erin, while also reducing ordering mistakes. When the supplies are delivered, Dr. Lee returns the boxes to Sailer, who takes them back to the branch and reuses them for another order.



### Decorating with the Environment in Mind

In equipping her operatories, important factors in Dr. Lee's purchasing decisions included whether the product had been produced using environmentally friendly practices, if it was made in the United States, if it was made locally and if it was covered under a warranty. Pacelli and Sailer helped Dr. Lee identify products and manufacturers that met her criteria and never pressured her to buy items she didn't need. "They understood that doing more with less was important to me," she said. >>



In her quest for a product that would last the test of time, Dr. Lee equipped her operatories with A-dec chairs and cabinetry. She was attracted to the quality and durability of A-dec's products, plus the proximity of A-dec's Oregon manufacturing facility meant a shorter distance for shipping and reduced impact on the environment.

In two of her operatories, Dr. Lee selected chair upholstery in a bright green shade called Parrot. In her second operatory, she went with a toned-down shade of creamy yellow. Her bright green chairs have been such a hit with her patients that she equipped her fourth operatory with a Parrot-colored chair as well. "It feels really bright and kind of edgy," she said.

**It feels really bright and kind of edgy.**

– Dr. Monica Lee

Throughout the practice, organic tones of brown, orange, yellow and green provide a warm, yet modern atmosphere. Dr. Lee used nontoxic paint throughout the practice to ensure her patients and

staff aren't exposed to any harmful gases. Ceramic tiles designed to look like hardwood flooring give the illusion of wood without its damaging effects to the environment. Black wainscoting and decorative trim are made of faux wood products, too. "In going green, you try not to use any wood products that would have an impact on the environment," said Dr. Lee. "The tile's so easy to clean and you don't have to finish or polish it like wood."

While lessening her practice's impact on the environment is important to Dr. Lee, patient safety will always be priority No. 1. "I could sterilize things that are supposed to be disposable, but I don't do that," she said. "As much as I want to go green and not throw things away, we can't compromise patient care."

### Green Expectations

Though Dr. Lee doesn't tout Divine Dental Smile as a green practice, she senses that patients can tell something's different when they walk through the door. "Patients are always saying it doesn't look or smell like a typical dental practice," she said.



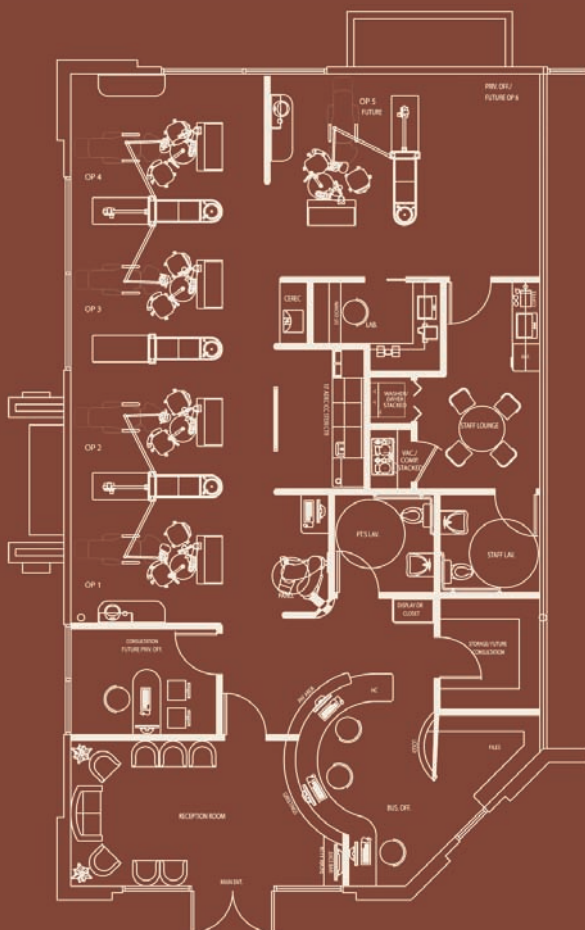


One of the only green dental practices in the area, Dr. Lee believes eco-friendly dentistry is the wave of the future. "There's an expectation that patients have of us to stay abreast of technology and whatever cultural situation we're in," she said. "If it's an expectation to provide services that are environmentally friendly, then we should start moving toward it."

Dr. Lee knows every small effort she makes to do more with less will add up. "The little bit that we can do is so big," she said. "In the long run, it's going to help us out in the big picture."

To learn more about Divine Dental Smile, visit [www.divinedentalsmile.com](http://www.divinedentalsmile.com).

Want to know more about going green in your practice? Check out Dr. Lee's tips for a more environmentally friendly practice on [www.pattersontoday.com](http://www.pattersontoday.com). **PT**



## PATTERSON TEAM

Dan Reinhardt, *Region Manager*  
(formerly Branch Manager)

John Pacelli, *Equipment Specialist*

Mike Sailer, *Sales Representative*

Jan Mitrovich, *Territory Representative*  
(formerly Technology Representative)

Doug DeRyke, *Service Technician*

Ray Bermudez, *Service Technician*

Lane Holbrook, *Service Technician*

From left to right:  
Jan Mitrovich, Dan Reinhardt, Doug DeRyke,  
Dr. Monica Lee, Mike Sailer, John Pacelli  
Not Shown: Ray Bermudez, Lane Holbrook