



## PRACTICE PROFILE

### DENTAL PRACTICE

Main Line Dental Group  
Wayne, Pa.

R. Craig Williams, DMD  
Amy Perillo Shoumer, DMD

### OFFICE

Square feet: 3,800

### OPERATORY EQUIPMENT

- CEREC® 3D CAD/CAM System
- EagleSoft Practice Management Software
- Schick digital X-ray and digital sensors
- CAESY Patient Education Systems
- A-dec cabinetry, chairs, units, stools and lights
- PLANMECA ProMax Digital Panoramic X-ray
- A-dec ICC sterilization center
- A-dec Lisa MB17 Sterilizers
- Progeny Preva DC intraoral X-ray systems
- Air Techniques AirStar 50C/VacStar80H Office Package
- Porter MXR Flowmeter Package with Under Cabinet Mobile Stand
- Miele Dental Washer Disinfector Package
- Patterson hardware



# Moving up the Line

There were a number of factors that helped convince Dr. Craig Williams in 2006 that it was time to move his practice: he wanted to attract a new associate, he'd outgrown his original practice and there was increasing competition in the Wayne, Penn., suburb of Philadelphia. But perhaps most important was the need to provide the highest level of service for his patients, which included having a practice space that mirrored his vision of dental excellence

Taking all these factors into consideration, Dr. Williams made the decision to move. A serendipitous cold call from a real estate agent revealed that a new building a few miles down from the Main Line was looking for a dental or medical practice to join, and he jumped at the opportunity.

Dr. Williams called his longtime friend and Patterson Sales Representative, Jim Solimeo, and Solimeo contacted Phil DeMoss, the equipment specialist for the doctor. The three got together to



assess the doctor's needs and wants in a new space and to come up with a floor plan.

### Focused on Success

When Dr. Williams moved to the area in 1977 to attend the University of Pennsylvania School of Dental Medicine, he undertook a rigorous schedule of doctoral study that would take eight years to complete. After earning his general dentistry degree, he accepted a residency through Penn and worked on Saturdays as an associate dentist in a private office in Philadelphia. In 1982 Dr. Williams began specialty training for degrees in Prosthodontics and Periodontics. He completed both in 1985 and started Main Line Dental Group in Radnor, Penn., a few miles east of his new practice.

Main Line Dental Group always had the most up-to-date technologies and best equipment, thanks in part to Dr. Williams' long-standing relationship with Solimeo. "He's not just my salesperson, he's my friend," Dr. Williams said. "If he tells me I need to do something or there's a new product out, while I might do my own research on it, I know if Jim's telling me ... it's worth looking at."

Dr. Williams felt there were some key components missing in the existing space that he wanted to change in his new practice. "The operatories were open and there was no place private where I could talk to a patient," he said. Patients who needed to discuss insurance issues or payment also had no confidential space to talk with the office manager.

He brought these and other concerns to his planning meetings with Solimeo and DeMoss. The group decided to separate incoming patients from those checking out in the reception area and planned to include a consultation room for presenting treatment plans to patients. »

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## The Driving Forces

Floor plans for the 3,800-square-foot office were drawn up by DeMoss and finalized with Dr. Williams, and the next step was finding a contractor. Dr. Williams selected one recommended by DeMoss who specialized in medical, dental and imaging facilities, and he was able to view other offices the contractor had built to see the quality of work and get ideas for his practice.

The trust that Dr. Williams placed in DeMoss and Solimeo allowed the new practice to move forward as quickly as possible and relieved some stress. "Jim and Phil were without equal in terms of the amount of work they took off my back to get the office done. For the most part, I turned this thing over to them, and while I came through and inspected some things, I counted on them to make sure the process went as expected," he said.

From front to back, workflow and patient comfort were a consideration every step of the way. Reception has a welcoming check-in area and a separate room behind the desk where charts are kept and concealed. "We were able to keep charts hidden so that the patient doesn't feel like they're one of many patients," DeMoss said. The consultation room and business manager's office are also in close proximity, which DeMoss said keeps business functions designated to one area.

A vaulted ceiling accented with wood-trim arches and softly lit by sconces and recessed up-lighting leads patients down a 60-foot corridor to eight sizable operatories, four for hygiene and four for treatment. "We have wider hallways, and the operatories are not small by any stretch of the imagination. There's a feeling of spaciousness," Dr. Williams said.

Interior design elements help patients immediately feel comfortable when they come in. The first feature that many note is the wall-size waterfall in the reception area. Water features for each end of the practice's long hallway were originally planned, but as the office design evolved, the team felt the feature would be better suited in the front. "I think it's very soothing; many patients have commented positively on it," DeMoss said. A recessed art nook, also in reception, creates a focal point and transition to the clinical area.

Looking to spa décor trends in California and New York, Dr. Williams selected earth tones like golds and browns for walls, floors and furniture. "I think we have what you might call an understated elegance, the kind of office that provides a nice, soothing tone ... so that much of the anxiety people might have coming to a dental office is alleviated," he said.





The team also was able to integrate some uncommon features into the space including a unique “alcove” for a computer monitor in the sterilization area. “I could tell from my first meeting with Dr. Williams that this office would be really special, not just run of the mill. He wanted something that really set his practice apart from others,” DeMoss said.

## Behind the Scenes

Much of the success of the new office, which opened in 2007, comes from the work of the staff, the Patterson team and the equipment and technology. Dr. Williams’ new office manager, Jodie, knows technology and relies on EagleSoft to run the office. “We’re using more aspects of EagleSoft now than we ever used to,” Dr. Williams said. “It probably is the single best change I’ve made.”

Dr. Williams’ assistant Christina is responsible for ordering office supplies and uses eImagine for about 85 percent of orders; the rest are ordered through Solimeo. “[The program] works very nicely and allows Jim to spend more time with me discussing new products or business,” Dr. Williams said.

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– Dr. Craig Williams

With Solimeo’s guidance over the years, Dr. Williams was already well-established in the realm of technology, with CEREC and computers in operatories, for instance. He made a bigger commitment to technology in the new office, however, with CAESY Patient Education Systems that plays for patients on a separate monitor in the operatories, digital X-ray and a digital panoramic system. “Patients are thoroughly amazed and impressed, especially with digital radiography, that we can take an X-ray and see the image within seconds,” Dr. Williams said. »



## Above and Beyond

Patients are having a positive experience at Dr. Williams' practice and they are offering compliments. "I think without fail the patients think [the new practice] is great," he said. "I think they're also impressed not just with the décor but obviously they're impressed by the way they're treated by the staff."

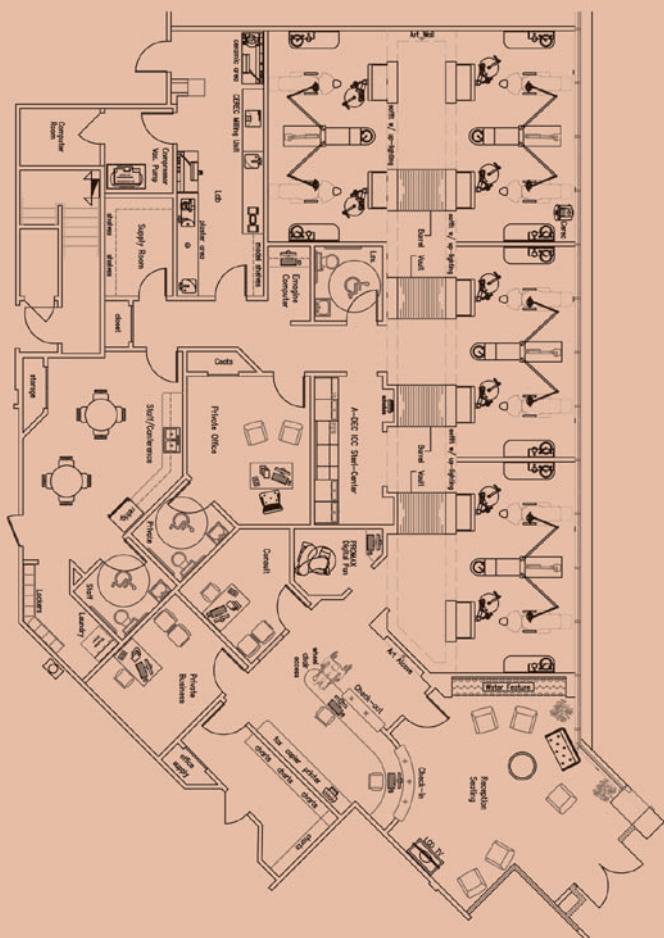
Many people who are part of Dr. Williams' team have been with him since he launched his practice, and he acknowledges that he wouldn't be where he is today without them: Solimeo; Mary Anne Mangigan, his friend from college and hygienist with Main Line since the beginning; and his loyal patients who continue to refer family, friends and colleagues.

New relationships also have bolstered his practice, from The Scottsdale Center for Dentistry representatives to a new associate, Dr. Amy Perillo Shoumer, who joined Main Line Dental Group two-and-a-half years ago and has what Dr. Williams calls "a gift for general dentistry with children." He said, "She's been a terrific asset – a great addition to the practice."

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– Dr. Craig Williams

Dr. Williams says that they've more than doubled new patient flow from the previous office. And to any doctor looking to build a new practice, he offers some sound advice. "Rely on experts who know how to do it and ... get those people onboard as soon as possible, because I think with the right pre-planning the project runs as smoothly as it can run and it turns out the way you want it." **PT**



## PATTERSON TEAM

Jeff Drugotch, *Branch Manager*  
Phil DeMoss, *Equipment Specialist*  
Jim Solimeo, *Sales Representative*  
Bob Wright, *Service Technician*

From left to right:  
Bob Wright, Jim Solimeo, Dr. Craig Williams,  
Jeff Drugotch, Phil DeMoss