

PRACTICE PROFILE

DENTAL PRACTICE

Dental Designs of Owensboro
Owensboro, Kentucky

James Wes Booker, DMD

OFFICE

3,500 square feet
Eight operatories

EQUIPMENT AND TECHNOLOGY

- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 511 Chairs
- A-dec 542 Side Delivery Units
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec 6300 Dental Lights
- A-dec MB17 Lisa Sterilizer
- A-dec Monitor Mount Flex Arm
- A-dec Preference ICC Sterilization Center
- A-dec Side Cabinetry
- A-dec Treatment and Central Consoles
- Accutron Digital Ultra Flushmount-Central System
- Accutron Guardian II Automatic Switching Manifold
- CEREC® AC and CEREC® MC XL
- Dentsply Cavitron Plus Ultrasonic Units
- Eaglesoft Practice Management Software
- Handler 26A Red Wing Lathe
- Handler 32 Model Trimmer
- Handler 78-RK Lab Vibrator
- Hu-Friedy IMS Cassettes
- Ivoclar Odyssey Navigator 3W Diode Laser
- Ivoclar Programat CS Porcelain Furnace
- Midmark P52SC/P5 Combo Pak PowerAir/Power Vac (Vacuum and Compressor)
- Midwest Handpieces ATC
- Patterson NC-350 II Lab Handpiece
- Schick Elite Digital Sensors
- Sirona Heliodont Plus Intraoral X-rays
- Sirona Orthophos XG5 Digital Pan
- Soprolife Integrated Caries-Detection Camera Handpiece

This practice is a Patterson Advantage® Gold member.



Four Years in the Making

A young dentist takes an unconventional path to reach his dream practice

While James Wes Booker, DMD, took almost four years to prepare for and build his new office, the time spent planning and mapping out his future paid off. During that time, he decided to locate with an optometrist friend and they considered four different building sites, discussed constructing their own building and even talked to a developer who was looking for tenants for a four-story medical office building.

In May 2011, the 2003 graduate of the University of Louisville School of Dentistry finally opened Dental Designs of Owensboro in Owensboro, Ky. For as long as it took, Dr. Booker wouldn't change a thing about where his practice landed: in a high-traffic, fast-growing section of town. The brick building houses his 3,500-square-foot office in addition to an optometry clinic and a physical therapy practice.

Bigger Is Good

About five years ago, Dr. Booker left an associateship that wasn't working out and began leasing space at an established dentist's office. He credits that dentist's generosity with giving him the chance to get on his feet. However, the space they shared limited the growth of Dr. Booker's practice. The lab, sterilization area and doctor's work station were all contained in a 10-by-10-foot area.

Dr. Booker dreamed of building an office space that would allow him and his team to work efficiently and provide patients with optimal treatment and comfort. He began working with Jody Head, a Patterson Dental territory representative, about eight months into owning his own practice in the leased space.

Originally, Head sought to help Dr. Booker with supplies, but the relationship quickly moved from talk of sundries to discussions of Dr. Booker's own office. Head, who also is a native of Owensboro, pointed him toward a program offered by Mercer Advisors at the Scottsdale Center for Dentistry in Scottsdale, Ariz., called Building the Ideal Practice. Dr. Booker participated in the two-year program designed for young dentists and new practice owners, which taught him the ins and outs of dental practice business.

Later, Head accompanied Dr. Booker when he attended a dental office design course, also offered by the Scottsdale Center. "It helped us develop a vision for what I wanted out of the office, long-term," he said.

"[The Scottsdale Center course] helped us develop a vision for what I wanted out of the office, long-term."

– Dr. Wes Booker

In addition to the more formal office design education, Head took Dr. Booker on tours of dental practices that were designed and equipped with the help of Patterson Dental. There, the doctor gleaned ideas from other dentists in his community and felt confident as he moved forward with his own office.

Designed Right

Even though Owensboro has a population of 60,000, it still has a small-town feel, Dr. Booker said. His patients come from all socioeconomic backgrounds with a high concentration of young families.

In his new office, Dr. Booker enjoys incorporating technology to better »





explain treatment needs to his patients. "I'm a very visual person, so I like to use intraoral cameras and digital X-rays," Dr. Booker said. "I like to bring the monitor down right in front of the patient so we can discuss their diagnosis in detail and their treatment plan step by step."

Monitors are mounted on top of A-dec center consoles, so patients can view the information in either a seated or reclined position. The monitors also help Dr. Booker keep his young patients entertained with cartoons, and in 15 minutes he can be done with his work.

Though he wouldn't call himself a gadget person, Dr. Booker loves computers and technology, and invests in systems that have been proven, such as CEREC®. He owns a CEREC AC and CEREC MC XL, which allow him to create dental restorations onsite in one visit. Although CEREC is cutting-edge technology, he likes to let patients know that it's been around for 25 years and keeps improving.

He has owned CEREC AC with Bluecam technology for nearly three years, but Dr. Booker said patients are even more impressed with it now than they were at his other office. "Same procedure, same machine. However, when patients tour the new office, its modern design and décor help to better showcase the technology," Dr. Booker said. "The technology then becomes even more effective."

New intraoral cameras are a big part of his practice, because they allow patients to more easily understand what's happening in their mouths, which leads to greater treatment acceptance. One intraoral camera has been upgraded with the SoprolIFE Integrated Caries-Detection Camera Handpiece, which lets him "see" caries, for example, that are not visible to the naked eye. The Sirona Heliodent Plus intraoral X-rays and Sirona Orthophos XG5 digital pan also provide complementary imaging capabilities.

Pretty, Comfortable, Functional

Besides building a showcase for technology, Dr. Booker and his wife, Tina, a registered dental hygienist who works for the practice, wanted to create an office with a look and feel that reflected their personalities. (Dr. Booker said he was very fortunate to have the help of his wife, who has extensive hands-on experience, in choosing equipment and products for their office.) In addition, Dr. Booker said he plans on being in this location for the next 15 to 20 years, so he wanted to choose a look that wouldn't become outdated in a few years.

Their first step was to take a VIP tour of the A-dec manufacturing facility in Newberg, Ore. There, the Bookers met the company's president and explored the various A-dec cabinetry series. Dr. Booker enjoyed the chance to talk to the people making the



equipment, sensing the pride in their products and company. "The quality of the equipment is unsurpassed," Dr. Booker said.

Although he tested the continental "buggy-whip" style of delivery in his own operatories (thanks to a temporary set-up by his Patterson and A-dec representatives), Dr. Booker selected A-dec 511 chairs and the A-dec 542 side delivery system. The cabinetry is a warm chestnut brown and wood floors were chosen to match. For the operatory countertops, white quartz was selected for a clean, classic look.

"We put white porcelain vessel sinks on the white quartz countertop and it really makes that A-dec cabinetry pop," he said. One A-dec center console is placed between each of the four operatories, and A-dec treatment consoles cap the end nearest the hallway of each operatory.

The lobby has a relaxed atmosphere with large, comfortable leather chairs, modern art paintings and a children's area that is partitioned off with low walls, which helps to corral the toys and give kids a private place to watch television.

Dr. Booker selected cool colors and a modern design for a practice that is both elegant and comfortable. Territory Representative Head said the front office is spacious. "Someone looking at it right now might say Dr. Booker built it too big, but with his dream of an associateship or maybe a partnership, there's going to be more front office space needed," he said.

On the front desk counter stands a framed menu of coffee beverages available – but this is no coffee shop. Dr. Booker purchased a Keurig single-cup coffee brewer from Patterson, and the scheduling coordinators serve up fresh-brewed drinks for patients. Many patients even take a cup to go.

Going with the Flow

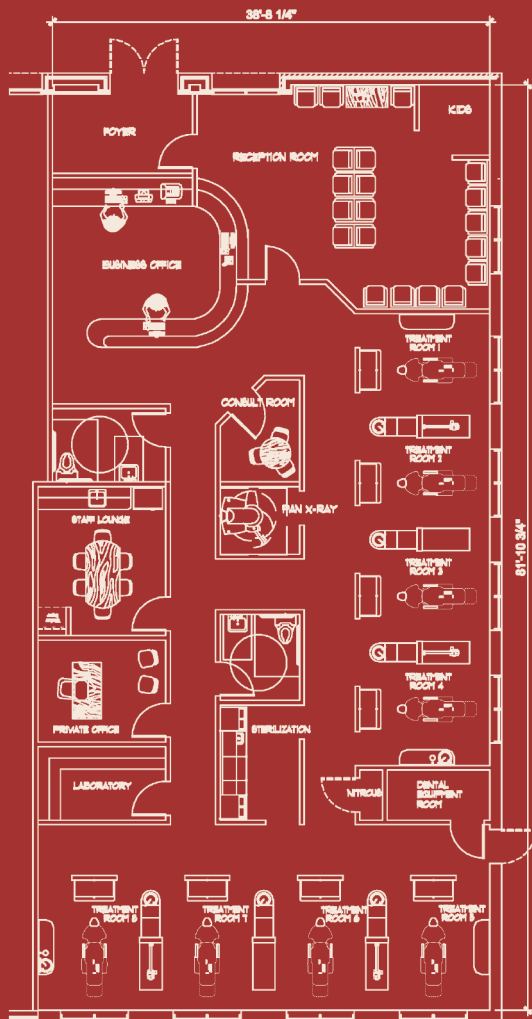
With the help of Patterson, Dr. Booker designed a floor plan with an efficient clockwise patient flow that eliminates the bumping into and getting in the way that patients and staff experienced at his first office. "It's the kind of flow that I always envisioned having," he said. Eventually, when the back four operatories are in use, patients who come in for treatment will leave down the hallway opposite of the entry hall for even better flow.

Dr. Booker prides himself on his state-of-the-art sterilization center that features A-dec cabinetry with hands-free door opening, so he decided to show it off: a window with his logo on it allows patients to see in. This transparency lets patients know that cleanliness and sterilization are top priorities. In fact, when first-time patients take a tour of the office, they're shown the sterilization center and lab, where the CEREC milling chamber and oven are located.

Yet another measure of his dedication to his patients, Dr. Booker's next investment will be CAESY patient education systems, which will allow him to show CAESY's 280 multimedia presentations in operatories and Smile Channel presentations in the reception area. While his commitment to his patients is evident in the way he chose to design his office and model his practice, the caring attitude of Dr. Booker's highly trained, exuberant young staff continues to win over patients. "We care about patients. They have my direct cell phone line if they ever need me. Any patient can call me 24-7," Dr. Booker said. "We strive to make patients feel like family."

It's that family feeling that has Dental Designs of Owensboro on the rise, with more new patients and increased revenue – a result of Dr. Booker's conscientious planning process. **PT**

For more information
about Dental Designs of Owensboro,
visit www.dentaldesignsofowensboro.com.



From left to right:
James Baker, Jody Head, Dr. Wes Booker, Kevin Parker, Dick Ruder, Kenny Kerr



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PATTERSON TEAM

Dick Ruder, *Regional Manager*
Kevin Parker, *Branch Manager*
Jody Head, *Territory Representative*
Raymond Barmore, *Technical Service Technician*
James Baker, *Service Technician*
Bob Heuser, *Service Technician*
Kenny Kerr, *Service Technician*
Todd Sweazy, *Service Technician*
Marsha Emily, *Technology Advisor*
Susan Pressley, *Office Designer*