



# Practicing Compassion

## PRACTICE PROFILE

### DENTAL PRACTICE

University Pediatric Dentistry  
Maple Road, Williamsville, N.Y.

Joseph E. Bernat, DDS

- Clinical Associate Professor, Pediatric and Community Dentistry – The University at Buffalo School of Dental Medicine

Paul R. Creighton, DDS

- Assistant Dean, Extramural Affairs – The University at Buffalo School of Dental Medicine
- Director, Post-Graduate Education – The University at Buffalo School of Dental Medicine, Department of Pediatric Dentistry

### OFFICE

Maple Road Practice – Opened March 15, 2011  
Square feet: 8,500  
14 Operatories; 10 Outfitted

Main Street Practice – Opened May 15, 2011  
Square feet: 8,100  
15 Operatories; 7 Outfitted



### EQUIPMENT AND TECHNOLOGY

- A-dec 311 Chairs
- A-dec 332 Radius Traditional Delivery Units
- A-dec 4631 Duo Delivery Units
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Decade Plus 1221 Chair
- A-dec Radius 2122 Traditional Delivery Unit
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 6300 Dental Lights
- A-dec Treatment, Central and Accessory Consoles
- A-dec Preference ICC Sterilization Center
- Air Techniques AirStar 70 Compressor

- Midwest Hygienist Handpieces
- PLANMECA ProMax Digital Pan
- PLANMECA Intra Intraoral X-ray
- Porter MXR-1 Flushmount Flowmeter
- Porter Vanguard Manifold Systems
- RAMVAC Bison 5 Vacuum/Compressor Package with 50 Gallon Tank
- Schick Digital Sensors
- SciCan Statim 5000 Autoclave
- Star Dental Handpieces

*This practice is a Patterson Advantage® Club level member.*



At University Pediatric Dentistry, a passion for academics is met with a devotion to caring for children

For more than 25 years, doctors Paul R. Creighton, DDS, (top) and Joseph E. Bernat, DDS, have worked tirelessly to provide dental care to children in the eight counties of western New York.

The two are alumni of the University at Buffalo School of Dental Medicine, where Dr. Bernat served as faculty chair and pediatric dentistry program director while Dr. Creighton was a dental student and pediatric dental resident.

They both share a belief in the importance of academia and, after Dr. Creighton graduated from the residency program, that bond inspired the doctors to become partners and form University Pediatric Dentistry (UPD). The extramural faculty practice corporation facilitated their academic mission at the University at Buffalo School of Dental Medicine.

Today, the doctors' model of dentistry attracts talented dentists to the teaching profession, as well as provides an outlet for dentists, students and post-graduate residents to practice pediatric dentistry.

### The UPD Mission

Founded in 1989, University Pediatric Dentistry has grown to become one of the largest dental Medicaid providers in the state of New York. Ten pediatric dentists and 11 current pediatric residents treat thousands of Buffalo-area children at seven locations. "In schools, our mission is to provide a dental home for children who don't have one," Dr. Creighton said.

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**– Paul Creighton, DDS**

What makes the UPD model different from other programs in the United States is the dual mission of serving both pediatric dentistry and academia. "The whole purpose of UPD's existence is to support the academic programs at the University and provide clinical sites for training in pediatric dental care," Dr. Bernat said.

Dr. Creighton echoes his mentor's philosophy. "We're both faculty and we take that job as our number one core job. The lure of the



potential income pulls talented dentists away from academics and into private practice, but Dr. Bernat and I put together something to assist with recruiting and retaining faculty," he said.

Their program succeeded in attracting fresh and talented dentists to UPD and, as it grew, the practice's reputation for excellence created a greater demand for services than what they could accommodate. In 1995, the doctors opened a satellite clinic in the Southtowns area of Buffalo that draws children locally and from as far as four hours away. Since then, they have established half a dozen UPD sites throughout western New York, including a practice at the School of Dental Medicine. Today, it's not uncommon for hundreds of patients to be seen daily at many UPD clinics in Buffalo.

### Community Outreach

Late in 2010, Drs. Bernat and Creighton received a request from local elementary schools to become the dental home for and offer its quality dental care to more children. That provided the catalyst to remodel two strategically located buildings into dental practices, something they had long considered but put off due to the scope of the projects.

At the start of 2011, Roseann McAnulty was hired as University Pediatric Dentistry's chief operating officer. Her background in medical administration and possession of strong organizational skills served her well for her first task: overseeing the construction of the new facilities.

Patterson Dental Territory Representative Molly Knibloe has worked with Drs. Bernat and Creighton for 20 years. Partnering with Roseann on the remodels took a lot of stress off the doctors, she says, and enabled the projects to be completed on time. "She held people accountable and got things done," Knibloe said.

Knibloe brought Patterson Dental Equipment Specialist John Cambria on board to assist with equipment and technology selection, and McAnulty joined the Patterson crew and the developer for combined weekly meetings that also included the architect and contractors.

Dr. Creighton attended the start-up meetings on behalf of himself and Dr. Bernat, and laid the groundwork for the projects: Start with the remodel of a facility on Maple Road, to open mid-March, and then move on to a remodel of a building near the newly developing Buffalo medical corridor, located on Main Street, to open mid-May. After the teams had a clear understanding of the doctors' vision, McAnulty co-led the meetings and even kept a "playbook" to keep everyone on schedule.

An old church on Maple Road was chosen as the site for the first new practice primarily because of its location on a busy intersection. Coincidentally, an emergency room physician from the community »





occupies the other half of the building and opened a medical pediatric urgent care center earlier in the year. The two businesses became natural complements to one another, and a source of referrals for both. "I think that the dental practice and pediatric urgent care create a new synergy for a once-tired site," Cambria said.

The former church, however, had undergone several remodels in its past, with each remodel consisting of a building being added on to the existing building, which resulted in three separate buildings being attached to each other. This would present a challenge on any remodel, and certainly presented unique challenges to the Patterson crew and contractors, who used creative means to properly wire and plumb the space for a total of 14 chairs and outfit it for 10 operatories.

The team designated the 6,300-square-foot first floor to serve as patient treatment areas; the 2,200-square-foot basement houses administrative tasks and keeps them separate from the patients.

At the Main Street location, about 15 miles from the Maple Road practice, the Patterson team converted a former car dealership – an equally challenging, rectangular-shaped building – into a dental practice. The extra-thick flooring made running utilities difficult, but Cambria says that using the same team on both projects made the remodels more efficient, especially for equipment selection and ordering.

### New Treatment Standards

By opening several new facilities, the doctors planned to not only increase their square footage, but to update equipment, standardize certain treatment processes and attract new doctors to the practice. "When students are looking at facilities and equipment, they expect that you'll have all the latest amenities," Dr. Creighton said.

Due to the busy schedules of the doctors and residents, Cambria arranged for a variety of manufacturers' pieces to be brought into a Patterson Dental showroom for an evening. He then invited the staff to test the equipment and share feedback with Dr. Creighton and McNulty about what they felt was best for the practice and the patients.

After everyone offered feedback on the equipment, Dr. Creighton and McNulty made the final selections with Cambria. "The doctors liked the A-dec 300 series chairs and units because they provided great flexibility," Cambria said. "The practice sees a great deal of handicapped and wheelchair-bound patients, and the ease of access as well as comfort made the 300 chair unanimous."

Ease of access also was an important factor in operatory setup and cabinetry selection. Floor-to-ceiling windows in the Maple Road practice inspired the location of the hygiene operatories, where the doctors wanted to take advantage of the natural light and maintain an open feel between rooms. Cambria worked with the team at

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A-dec to customize cabinetry without tops and located sinks on the end of each cabinet to be shared by the operatories on either side.

"An open operatory concept works well in pediatrics. Parents come in with their children to watch treatments, and the way we designed the operatories acknowledges that," Dr. Bernat said.

"We wanted to be able to move between operatories in a way so that parents understood we were responsible for infection control," Dr. Creighton said, citing the visibility of the sinks. "The way we set up each operatory works extremely well. It's nice to easily move from operatory to operatory and have a centrally located area in which to hand wash between patients."

The A-dec Preference ICC Sterilization Center became the focal point in each practice, with the doctors eagerly showing off to patients and their parents UPD's sterilization standards. The doctors aren't the only ones who are excited about the center; staff love the new setup as well. "The sterilization center brought consistency and a standard set of policies and procedures to the entire practice," Cambria said.

Treatment standards also were raised when the doctors acquired Schick digital sensors, and a PLANMECA ProMax digital pan and a PLANMECA Intra intraoral X-ray. "With the Schick sensors, the way we provide care for our patients has been enhanced," Dr. Creighton said. "And the PLANMECA digital pan is one of the nicest pieces we own. We can pick up things we couldn't see before, the results are integrated into the medical record and the equipment is easily cleaned and easily maintained."

## Good Growth

The doctors were conscientious about more than just the equipment and technology for their new practices; the layout and décor had to reflect the new direction that UPD was taking regarding treatment standards. With help from the Patterson team and an interior designer, the doctors chose warm colors and kid-friendly amenities for both the Maple Road and Main Street facilities. "The front office is very welcoming to adults and children," Cambria said. "For the kids, there is a mini-theater gaming area and a toy and book area." »





Knibloe pointed out that the interior design elements flow perfectly throughout each practice, from the stonework to the blue and green color palette. "There is an overall consistent look and feel, from the front door all the way through the practice," she said.

While UPD serves a large population that might not have a wide selection of providers to choose from, the doctors realized the importance of investing in a cohesive, professional look that would be welcoming to patients and attract emerging dentists. They also planned for future growth by plumbing and wiring for more operatories than are currently outfitted, and installed brackets in operatory ceilings so that televisions might easily be added at a later point.

"We're sending a message that we're growing with the community as it grows," Dr. Creighton said. "We wanted to provide a dental home to all these kids in need, and the community appreciates how we extended ourselves to do this."

The benefits of the remodels also extend beyond the patients. "With a new building came a new attitude from the staff," Cambria said. "They are geared to meet the challenges of the day along with anything unusual that might come along." **PT**



From left to right:  
Molly Knibloe, Chad Lunaas, Dr. Paul Creighton, John Cambria and Dave Ciraolo

## PATTERSON TEAM

Chad Lunaas, <i>Branch Manager</i>	Dave Ciraolo, <i>Service Technician</i>
Molly Knibloe, <i>Territory Representative</i>	Sherry Tass, <i>Office Designer</i>
John Cambria, <i>Equipment Specialist</i>	



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