



# Sharing a Dream

There are few experiences like that of the dentist walking into a long-envisioned new practice. In west Wichita, Kan., a trio of specialists share that experience every day. They also share an address.

Separately, the doctors all envisioned new practices in west Wichita. Together, their visions were able to match up. *Patterson Today* talked to two of them about the process.

"There's nothing here in Wichita quite like this," said Terry Turner, DDS, the owner of Professional Endodontics. "There's not one location where there are specialists in the same building like this, so that caught my attention from the very beginning. We started to take a closer look at how we could make it happen."

As specialty practices with unique customer bases, a shared campus was an ideal fit. The idea blossomed and the doctors started working together to identify specifics of building a single structure to house their respective practices. "We saw that there were a lot of cost advantages and convenience advantages," said Matthew Healy, DDS, of Tiny Teeth Pediatric Dentistry. "We were able to pool our resources better and make a really unique building. We found a location in the fastest-growing area of Wichita. There was a lot of potential to have a good space there."

The doctors were able to lock down the location. The building process began, and each practice relayed their respective vision to the architects and Patterson design team so they could have separate





dream practices under one roof. "We got a lot of advice from people who had been through the process before," Turner said. "It wasn't without its issues, but we knew we would be happy with the end result. That rang true for all of us."

Building a new practice, or completely renovating one for that matter, is most often a process that practices go through on their own. That wasn't the case in west Wichita. Throughout the planning and construction process, the doctors were able to work with each other, which Healy found invaluable.

"It was neat to just have someone to bounce ideas off of," Healy said. "Sometimes in dentistry we're closed off to our own practices and it's nice to have people to talk to and compare. Even the planning process made you think of things you totally forgot. No one knows dentistry better than the dentist, so it's great to have other people to help you with things you might forget."

Of course, Healy said, there are other things related to the building process that aren't always a dentist's forte. Whether it was dealing with contractors, designing the optimal workflow for the operator, or just figuring out where to put utilities, the doctors found assistance from Patterson Dental. "From the very first meetings, Patterson was included. If you don't do this all the time, you don't necessarily know the best place for X-ray tubing, or other specifics. To have assistance on that was huge. Patterson was really hands-on and would meet with the builders and visit the site every week."

Patterson Dental Equipment Specialist Adam Halabi worked with the practices throughout the process. While the facility is unique to the dental industry, the benefits of building together are not.

"On any construction project there are going to be things that are useful by working together," Halabi said. "You've got a certain amount of site work that is going to be done no matter what. It can be beneficial to share that. It's also creating a facility where general practitioners can send their patients for all referral purposes." >>







## PRACTICE PROFILE

### DENTAL PRACTICE

Tiny Teeth Pediatric Dentistry  
Wichita, Kansas

Matthew Healy, DDS

### OFFICE

Square feet: 6,347  
12 operatories

### EQUIPMENT AND TECHNOLOGY

- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 311 Dental Chairs
- A-dec 541 12 O'Clock Duo Delivery Systems
- A-dec Assistina Handpiece Maintenance System
- A-dec Cabinets
- A-dec LED Dental Lights
- A-dec Monitor Mounts
- A-dec Treatment Consoles
- Eaglesoft Practice Management Software
- MCC Hygiene and Sterilization Cabinets
- Midmark M11 UltraClave Sterilizer
- PLANMECA ProOne Digital Pan
- Progeny Preva Intraoral X-ray
- RAMVAC Bison Vacuums
- RAMVAC Osprey Compressor
- Schick Sensors

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### Tiny Teeth Pediatric Dentistry

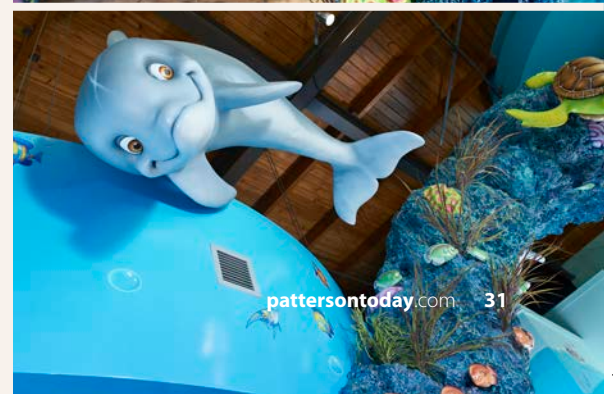
Wichita isn't exactly an oceanic city. Just don't tell that to the patients at Tiny Teeth Pediatric Dentistry.

Fittingly for the unique building in which his office sits, Matthew Healy wanted to create something completely unique for his patients – hence, a floor-to-ceiling ocean theme. “We wanted something that kids would really love,” Healy said. “I wanted to have a wow factor when you walk in the door, even as you drive by. Kids walk in and their eyes just light up. As soon as you walk in, you look up and there’s a whale above you.”

As many doctors are doing with new spaces, Healy wanted to create a practice that didn't feel sterile. He wanted it to be a fun place where both parents and children could feel comfortable and excited about dental care. Ultimately, it got him more excited about dental care, too. “You'll catch me out there playing with the kids more than I probably should be,” he said, laughing. “You have to think like a kid sometimes. So often, kids go to a doctor's office and it's not very inviting. Naturally, you know how they're going to feel. They're going to be anxious when they come to the back.”

To give the illusion of being underwater, the walls of the practice are covered in murals with waves and sea life, and there's even a pirate ship. The results have been amazing, Healy said. People often come in for their appointment, and then come in again the next day to take a picture. It's worked to help keep his patients happy, and their parents engaged.

“As a parent, if my kid really likes going somewhere, I'm going to keep taking my kid there,” Healy said. “I've had a lot of patients that drive by and see it and they say, 'My son or daughter wants to come here because of seeing this.' It's a built-in advertisement of what services I have to offer, and if you have something that no one else has, people want to come there.” >>







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to take a virtual tour of this practice!

Healy was committed to being completely paperless in his new office, and brought in equipment and technology to prepare his practice for the future. As many parents can attest, children can be tough on furniture, so Healy chose A-dec chairs. He also implemented wireless X-ray from Schick. Parents have taken note of what Healy chose for their children. "They notice you're making an effort to provide the best care for their kids – which are basically their most prized possession. They appreciate it," he said. "Beyond that, my staff absolutely loves it, and we are so efficient because of all the things they've embraced."

It's been quite a change for Healy, who was part of a group practice before building new. His new practice has 12 operatories with the potential to grow to 17. At more than 6,300 square feet, it's much more space than he had previously. He knows it was an investment to select the best technology and create a unique space for his patients, but he's reassured that it was the right decision every day.

"Not a day goes by that a parent doesn't go out of their way to tell me what a beautiful office it is," Healy said. "They're grateful. I always hear about how their child has been afraid forever, and they saw this place and they love it. The future of my specialty is obviously children. Anything we can do to make that better is a victory for all of us." >>

To learn more about Tiny Teeth  
Pediatric Dentistry,  
visit [tinyteethwichita.com](http://tinyteethwichita.com).



From left to right:  
Paul Mastrobuono, Chad Daniels, Angie Holladay, Eric Birk, Adam Halabi, Dr. Matt Healy and Kevin Mann

#### PATTERSON TEAM

Angie Holladay, *Branch Manager*  
Paul Mastrobuono,  
*Territory Representative*  
Adam Halabi, *Equipment Specialist*  
Eric Birk, *Service Technician*

Carl Buss, *Service Technician*  
Chad Daniels, *Service Technician*  
Kevin Mann, *Service Technician*  
Kenny Sauvain, *Service Technician*





## PRACTICE PROFILE

### DENTAL PRACTICE

Professional Endodontics  
Wichita, Kansas

Terry Turner, DDS

### OFFICE

Square feet: 1,729  
7 operatories

### EQUIPMENT AND TECHNOLOGY

- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 511 Dental Chairs
- A-dec 532 Traditional Delivery Systems
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Monitor Mounts
- A-dec Preference ICC Sterilization Center
- A-dec Treatment Consoles
- Aribex Nomad Pro X-ray System
- Midmark M11 UltraClave Sterilizer
- RAMVAC Bison Vacuums
- RAMVAC Osprey Compressor
- Schick CDR Elite Sensors

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### Professional Endodontics

Having practiced in a leased space since his arrival in Wichita, Kan., in 2002, Terry Turner wanted something he could call his own. And he wanted it to be bigger. That's not all, though; he wanted a practice that exuded a feeling of spaciousness.

"What we have here is totally different from what you see in your traditional dental office," said Turner, DDS, owner of Professional Endodontics. "It's an open look, like many practices have, but it gives the appearance of having additional space and the feeling of it too. I don't like having that claustrophobic feeling in the operator."

Turner said his modern-looking practice isn't like any in the Wichita area, and he knows because he visited plenty of practices while deciding how he wanted to design his. Nothing he saw in Wichita quite caught his eye, though, and it was a visit to A-dec's company headquarters in Newberg, Ore., that helped shape the layout he chose.

To differentiate Professional Endodontics, Turner opted for slightly curved walls, which soften the practice's feel and make it less clinical. It also adds to the all-important feeling of space that he desired. As an endodontist, Turner doesn't have a customer base that frequently returns to his practice, and often is seeing patients for the first time. Even without return visits, his patients are impressed.

"Patients love the modernness of the office," he said. "We hear about that all the time, which is great. Sometimes they just love something new. They love the design and the colors. I don't have any drab colors, and that makes them feel more at home, more comfortable. Or, as at home as they can feel getting a root canal. If I can help distract them or make them more comfortable, that's great."

The new practice has made a big difference for Turner. The modern look helps, as does the added space – he more than doubled the size of his previous space, to 4,100 square feet. >>



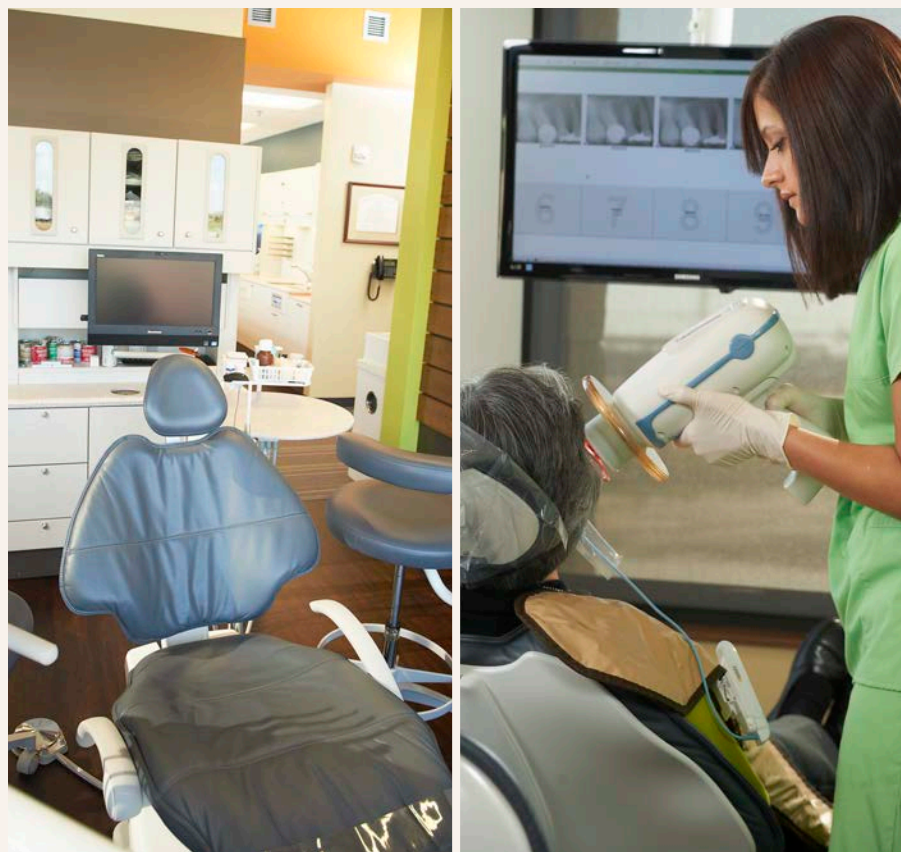
Still, Turner said the biggest difference wasn't necessarily what he expected. "You can't always put your finger on it, but it's the layout that makes a difference," he said. "Our efficiency, being able to move around with ease, and not step on top of each other, that's the biggest improvement. I knew the space would make a difference, but the mobility it adds surprised me."

In his new location, Turner is actively looking for an associate to help expand the practice. For now, he spends his days enjoying dentistry in new ways – and reconnecting with why he loved dentistry in the first place.

"It's still new to me," Turner said. "I still get excited to come to work. When I sit down to actually work, I can position myself where I can feel like I'm perfectly in the right position to work on a patient. I feel like I have the tools to continue to provide excellent endodontic procedures to my patients now."

The process of building a new office is different for everyone, but at the end of the day, everyone wants the practice they dreamed of, Turner said. In his new office, he feels like that's what he got. "We've had a very good experience here," he said. "When you're setting up an office you have to make sure your office is exactly how you want it, that's probably the most important thing. I feel like I have the exact office I wanted, and it has made all the difference." **PT**

To learn more about  
Professional Endodontics, visit  
*[drterryturner.com](http://drterryturner.com)*.



From left to right:  
Cole Golden, Dr. Terry Turner, Adam Halabi, Angie Holladay, Eric Birk,  
Chad Daniels and Kevin Mann

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