



PRACTICE PROFILE

DENTAL PRACTICE

Cherry Hills Dental Associates | Englewood, Colorado

Michael Schwab, DMD

John Pfalzgraf, DDS

Bryan Gibbs, DDS

OFFICE

Square feet: 4,000 | 10 operatories

EQUIPMENT AND TECHNOLOGY

- A-dec 332 Delivery Systems
- A-dec 411 Dental Chairs
- A-dec 545 Assistant's Instrumentation
- A-dec Central Dental Cabinets
- A-dec LED Dental Lights
- A-dec Rear Treatment Cabinets
- A-dec Side Dental Cabinets
- A-dec Sterilization Center
- A-dec/W&H Handpieces
- Air Techniques AirStar 70 Oil Free Air Compressor
- Air Techniques Mojave Dry Vacuum
- CEREC AC & MC XL
- Eaglesoft Practice Management Software
- Midmark M11 Autoclaves
- Planmeca Pro-X Intraoral X-rays
- Schick 33 Sensors
- Sirona Galileos

This practice is a Patterson Advantage® Club member.

A Home away from home

There's something special in Cherry Hills.

Cherry Hills Village, Colo., is regularly recognized as one of the most affluent areas of the country. It's renowned for what it offers its residents, and that includes Cherry Hills Dental Associates, a three-doctor practice located in the Denver suburb. It had been that way for years, but it was only when the practice ran into lease issues that the doctors had to decide if they wanted to stay.

"Cherry Hills is one of the wealthiest, most well respected suburbs in Denver. We bordered on Cherry Hills in the old office and we decided we didn't want to lose that niche," said Michael Schwab, DMD, the longest tenured of the three partners.

With that in mind, Cherry Hills Dental was on the hunt for a new home. Finding a similarly desirable location was a daunting task, but the doctors stayed confident during the search that they would find the right home. As they worked with their Patterson Dental team, they discovered it.

"With the help of Patterson we were able to sign our lease, and develop and build our new office. It's a little grander, a little more spacious, and, most importantly, still in Cherry Hills," Schwab said.

A "tripod" in action

Schwab started practicing with Dr. Robert Chod more than 30 years ago. The two practiced together and Cherry Hills Dental grew over the years. Eventually, Chod



retired and Schwab brought on additional associates, who grew to become partners. First, John Pfalzgraf, DDS, joined Schwab and later Bryan Gibbs, DDS, joined the duo.

“As the senior doctor, I really tried to stagger the associates,” Schwab said. “So now, we have one that’s in his 50s, one that’s in his 40s, and one that’s in his 30s. When I was young, I did the preschool patients, for instance, and then I hung on to that demographic. As they grow older, you’re able to bring a new associate on and the next one graduates into the next spot.”

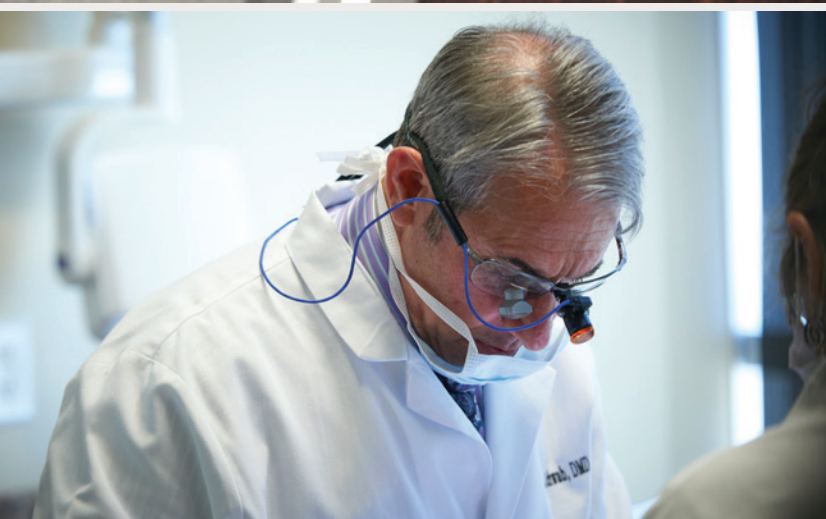
Gibbs, the newest partner, said it’s a structure that has worked well at the practice. Each doctor offers something slightly different to Cherry Hills’ patients – if a patient comes to see one doctor but connects with another’s style, they’re able to switch within the practice and stay at Cherry Hills. “It’s great having three different generations and three different sets of viewpoints in one office,” Gibbs said. “We like to think of it as a tripod. We function better with the three of us; it doesn’t work with two of us in the game and one of us not.”

When lease issues arose at Cherry Hills’ previous location, the doctors started to look into their options. The 11-operatory office was still big enough for their ambitions, but it became clear it was no longer the right fit for the practice. Though it was an unexpected hiccup, it wasn’t without its benefits. Schwab said it created an opportunity for the younger partners to help create a space, rather than practicing in the space that Schwab helped create.

“It was an opportunity for them to put their signature on the practice,” he said. “It worked out well. They took the responsibility, and we have a beautiful practice as a result of it. It always felt like mine, and now it feels like ours.”

From there, Gibbs said, they realized they could make updates to the practice that would enhance the patient experience and improve the practice lifestyle for the doctors and their staff. “We realized then that we were due for a full makeover – an upgrade and rebranding – and the old space couldn’t provide that for us,” he said. >>





"We seized that opportunity to look for a new location, new surroundings, something that spoke to the type of dentistry we're producing."

Patterson Territory Representative Cliff Mayes has worked with Schwab for more than 30 years. He worked with the three doctors throughout the process of deciding to move and then designing and building the new space.

"Dr. Schwab knew it would be his last build, and he wanted to do it right," Mayes said. "They all wanted to do it right. I'm proud and thankful they went with us to help them through the process. They've always been committed to getting practice-changing technology, and the new practice is a good example of that."

The new practice

Over the years, Cherry Hills Dental made a concerted effort to stay up to date with changing technology. When it came time to design their new space, they saw an opportunity to build it in a way that would complement that effort.

"We wanted something a little more contemporary," Schwab said. "And we found a beautiful space. It has 18-foot ceilings with glass from floor to ceiling. It has mountain views. We knew we wanted a design that would highlight our technology – not over-the-top contemporary, but appropriately avant-garde."

After an A-dec Education Experience trip to the company's headquarters in Newberg, Ore., Gibbs knew that A-dec equipment and cabinetry would be a wonderful fit for the practice. A visit to the showroom to see the different styles and grades of equipment proved helpful in making purchase decisions based on what was best for the practice.

"The type of dentistry we are providing for our patients, we like to think it is the highest quality available and that's why A-dec appeals to us," Gibbs said. "Now our space is a reflection of that. Our patients can feel it, and they are internally referring more patients to us."

Though the doctors knew they wanted a practice that conveyed their high standard of care, like any practice going through this process, they had a budget. Gibbs said the Patterson team was instrumental in helping them achieve their goals while sticking to their budget. "They were very helpful with showing us different products, equipment, chairs and were very straightforward about how much things would cost and how we'd get the project done," he said. "They were a key piece to the puzzle of how this thing gets done together. Cherry Hills Dental has been a Patterson practice for 30 years, and there's a reason for that. They've always been very helpful to make sure our needs are met."

Functionally, the new office is a sea change from the previous space. The front desk now has enough space to optimize the business flow in the practice; private offices were added in the back to provide a space for consultations away from the reception area. The office manager has a beautiful space instead of the "closet," Schwab jokes, >>



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the previous space had. "We were able to build the office in such a way that all the operatories could be used for hygiene or restorative work," Schwab said. "We added a surgical suite in case someone needed help immediately. Even just generally speaking, there is a better proportion of practical space. The operatories are the right sizes, and we now have two sterilization areas, which has made a big difference."

For the majority of the time that Territory Representative Mayes has worked with the doctors at Cherry Hills Dental, so has Patterson Equipment Specialist Mike Long. Long has seen the office transform along with the changing technologies, and worked closely with the team to help create a space befitting the practice. "For me, with the long history I've had with them, I take a lot of pride in the fact that they have this beautiful new office and I was a part of it," Long said. "It's rewarding to see how happy they were with it, that they've been really excited, and that they've increased business."

Completing the new space was made possible by the involvement of the Patterson team, Gibbs said. They provided their expertise on the day-to-day decisions that Gibbs and the other doctors weren't able to devote their full attention to, since they were still working full time in the old space. Schwab said it was indicative of the relationship he's had with Patterson throughout the years.

"I've worked with them for 30 years and kept expanding and buying new equipment, and I've trusted them all along," Schwab said. "It's been a focus of ours to keep our technology state of the art, with everything from Galileos to CEREC, digital radiography – all of it. We are thrilled with the relationship we have with Patterson, because in a profession that's as technology-driven as this one, we really need a partner that links us with the latest and greatest technology. Patterson does that."

Keeping the best interests of the practice in mind has long been one of Patterson's values. Mayes said that means a lot when it comes to his relationship with Schwab and the other doctors at Cherry Hills Dental. "There's a trust between both of us, when he asks me a question he knows I'll be honest," Mayes said. "I'll say, 'Don't do that, do this. Buy this or don't buy anything at all.' I'm not afraid to tell him no, and he's not afraid to tell me no. It's not your typical idea of a salesman trying to make a sale. It's a relationship built on mutual respect." PT

For more information
about this practice,
visit cherryhillsdentist.com.



PATTERSON TEAM

Feather Moon, *Branch Manager*

Cliff Mayes, *Territory Representative*

Mike Long, *Equipment Specialist*

Jay McConnell, *Service Technician*

Paul Battista, *Office Designer*

From left to right:

Mike Long, Feather Moon, Dr. John Pfalzgraf, Dr. Michael Schwab, Dr. Bryan Gibbs, Cliff Mayes, Jay McConnell



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