



**Urban Renewal**





## PRACTICE PROFILE

### DENTAL PRACTICE

Oak Park Dental  
Salem, Oregon

Daniel P. O'Leary, DDS  
Tom Palandech, DDS  
Carl Stubblefield, DMD  
Paul Brannen, DMD

### OFFICE

Square feet: 6,392  
12 operatories

### EQUIPMENT AND TECHNOLOGY

- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 332 Traditional Delivery Systems
- A-dec 411 Dental Chairs
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Accessory Consoles
- A-dec Central Consoles
- A-dec LED Dental Lights
- A-dec Monitor Mounts
- A-dec Preference ICC Sterilization Center



- A-dec Treatment Consoles
- A-dec/W&H Electric Handpieces
- Biotec Lab Cabinetry
- CEREC Omnicam AC & MC XL
- Midmark Preva DC Intraoral X-rays
- Porter MXR-1 Flushmount Flowmeters
- Porter Vanguard Manifold System
- Sirona Galileos

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







## An Oregon dental office is providing renewal to a dental team and the community they serve

When Dan O’Leary, DDS, opened Oak Park Dental in Salem, Oregon, the mayor referred to him as “a bit of a rock star” – a title not commonly associated with those in the dental profession. After 26 years of providing dental care in the Salem/Keizer community, Dr. O’Leary’s rock star status has been solidified by his beautiful new practice – a facility that is helping to uplift an urban renewal area that the city has earmarked funds to revitalize. “I’ve been practicing in this community for a long time and I’ve seen the area slowly change and improve,” said O’Leary. “Oak Park Dental has become a visible part of that growth and I’m proud to have a positive impact. We have a new, modern office, and I hope it encourages other business owners to see this area as a viable place to do business.”

Despite necessary expansions through the years, O’Leary’s original office couldn’t keep up with the growth of the practice. Small rooms and cramped quarters left him wanting a facility that would allow him and his staff to work more comfortably and efficiently. With that vision in mind, he knew he had found the perfect place to build when O’Leary came across a lot for sale less than two miles from his original office. Building on the site would allow him to stay close to his patients while helping to revitalize the community.



“It was a little bit daunting starting a project like this,” said O’Leary. “During the first stages Patterson Representative Kelly Small and Equipment Specialist Trent Crollard were instrumental in helping me take the next step.” The team of experts who joined the project are each rock stars in their own right – a real estate agent, finance representative, builder, architect and interior designer. “The team was amazing,” said O’Leary. “Everyone worked closely together and that’s what made this





project go so smoothly. Patterson was the keystone but each person played their part in helping to successfully complete this project within the desired timeframe.”

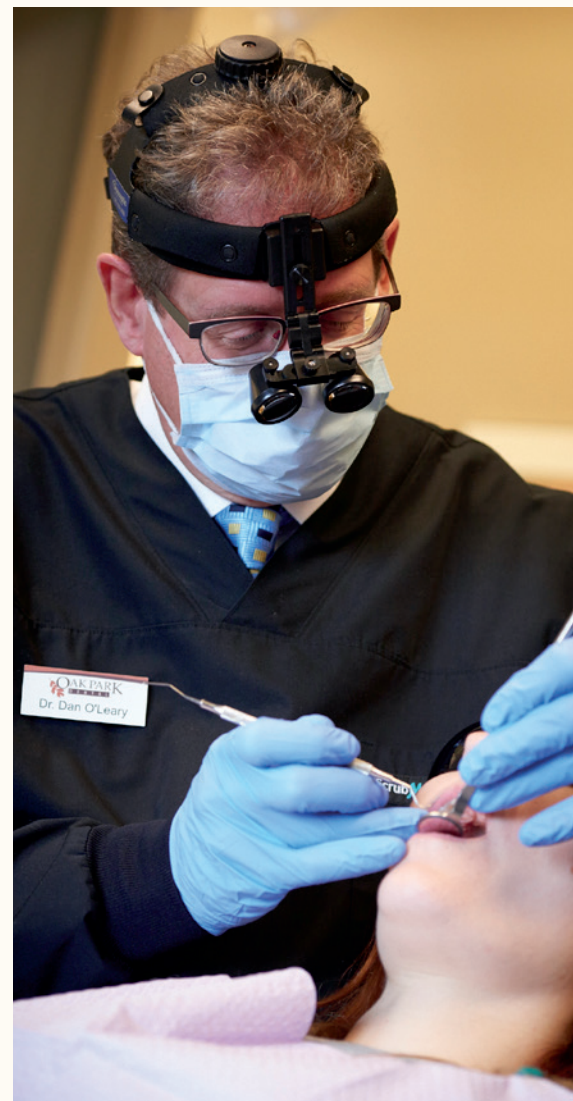
### Experiencing equipment options firsthand

A trip to the A-dec facility in nearby Newberg, Oregon, provided O’Leary and a few of his team members with an opportunity to experience equipment options firsthand. Before the trip they each had an idea of what additions they wanted to see in the new practice. The opportunity to see the showroom, view different configurations and interact with the equipment and furniture made the decision-making process easier. “It gave us confidence that we were on the right track because we could see operatory layouts, sit in chairs and translate the experience to what it would be like when our office was completed,” said O’Leary.

Because updated technology including digital X-ray, CEREC and a Sirona Orthophos XG 3D X-ray unit had already been added to the original Oak Park Dental office, equipment additions included chairs, cabinetry, lights and new monitors. The result is an operatory layout that is more comfortable for staff members and for patients. “The positioning of the chairs, the fact that everything we need is in arm’s length, and that we have enough room to move around makes all the difference in the world,” said O’Leary.

### Bringing the outdoors in

Months of preparation set the team up for a successful construction process that began at the end of May 2014 and was complete by January. An interior designer helped create a comfortable and modern atmosphere reminiscent of a northwest lodge. “We brought the outdoors in,” O’Leary described. The natural light, wood features, earthy paint tones, and a saltwater aquarium in the waiting room make for a truly calming experience. >>







To learn more about Oak Park Dental, visit [salemsmiles.com](http://salemsmiles.com).



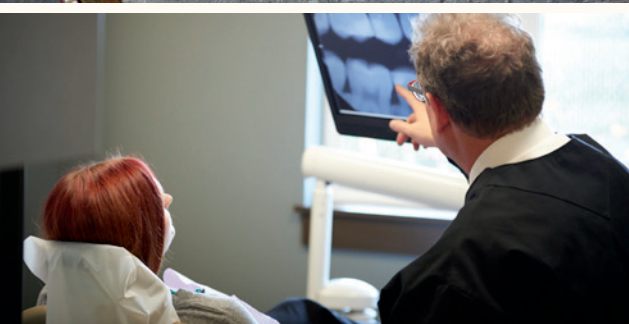
Most importantly, the open space with high ceilings makes for a more comfortable experience for their growing patient base and larger operatories that are all uniform in design make it easier for the doctors to perform procedures efficiently. "I was pleasantly surprised at how it turned out," said Small. "The results are outstanding and I'm so pleased that the practice has been as successful as it's been."

The new office has boosted more than the energy level and morale of staff members. It has also been a boost to business. The patient load has more than doubled since opening in January, through a combination of marketing efforts, word-of-mouth referrals and patients who call after driving by the new location and seeing the reader board in the front yard. "Every month we've seen more patients and provided more care," said O'Leary. That's why he says he would encourage other doctors who want to rebuild or expand an existing practice to go for it. "Don't be afraid of the process," he said. "A lot of people have been down this road before and they can help you. Contact your Patterson representative, start a conversation, all of the resources are available to you."

#### **A presence in the community**

In addition to the new office, Oak Park Dental is represented in the community by two mascots including Molar Man and Flossie, who appear at local parades, children's events, art fairs and health fairs. The public outreach doesn't stop there – members of the team are part of Medical Teams International, a not-for-profit organization that travels by van to different parts of the community where they provide dental care to underserved individuals. Through the Neighborhood Dentist Program, Dr. O'Leary provides dental care to kids who are struggling in school because of pain caused by the lack of dental care. "We get them in right away and take care of their dental needs so they can focus on school and get back to their lives," said O'Leary.





**From left to right:**

Trevor Long, Trent Crollard, Dr. Carl Stubblefield, Dr. Paul Brannen, Dr. Daniel O'Leary, Dr. Tom Palandech, Kelly Small and Tylor Cummins

## PATTERSON TEAM

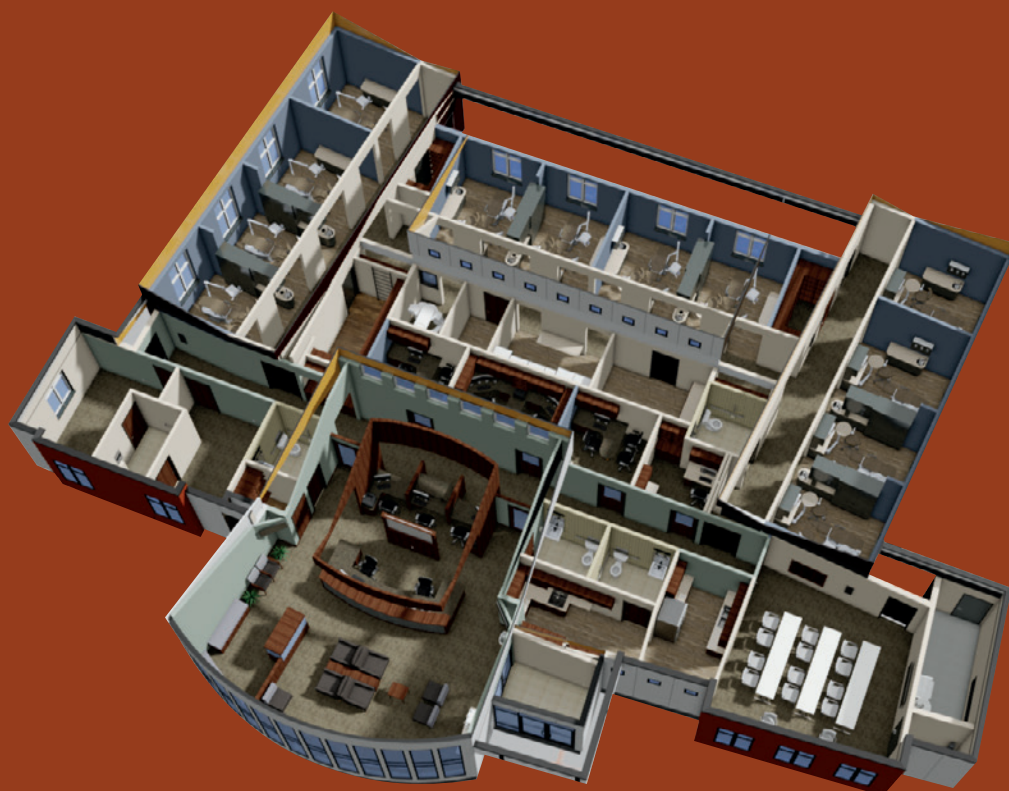
Trevor Long, *General Manager*

Kelly Small, *Territory Representative*

Trent Crollard, *Equipment Specialist*

Tylor Cummins, *Service Technician*

After more than 30 years of working in the field of dentistry, O'Leary is clearly grateful for all of the opportunities that have come his way. Inspired to pursue dentistry by his grandfather, who was a dentist from 1925 to 1975, he has experienced all of the benefits that his grandfather talked about, including the opportunity to work with his hands, the interaction with people, and a level of flexibility when it comes to his schedule. "I've been given a gift," said O'Leary. "I can earn a living by providing dental care to patients. Because of that I think it's important to give back to people who don't have the means to get proper dental care." Oak Park Dental is giving back to the community in a variety of ways – by providing quality dental care, through volunteer work, by supporting local nonprofits that work directly with families in need, and by helping to revitalize an area that is clearly a viable place to do business. **PT**



Visit [pattersonstoday.com](http://pattersonstoday.com) to take a virtual tour of this practice!