

THE WASHINGTON CENTER FOR DENTISTRY

Gets a Complete Makeover



Left to right: Dr. Daniel Deutsch; Rodger Karwacki, Sullivan-Schein Dental Sales Consultant; Doty Agan, Practice Manager; Mike DuVall, Sullivan-Schein Dental Equipment Specialist

The Washington Center for Dentistry is a full-service general and cosmetic dentistry practice caring for local, national, and international patients. The 6,000-square-foot suite of offices and 17 treatment rooms underwent a complete makeover. The first step was to remove all interior walls to create a practice with patient flow and comfort in mind.

"Everyone asks if we used more space, but the new design just makes us look twice the size," said Dr. Daniel Deutsch, who has practiced dentistry in this same space since 1985. "We're just using the space better," he added. Dr. Deutsch practices with general dentists, Dr. Marc D. Doctors, Dr.

Ronald V. Buro, Dr. Andrea S. Flamer, and periodontist, Dr. David H. Schneider.

A lack of patient flow was a major obstacle to overcome. Doors, small rooms and narrow hallways gave the area a closed-in feeling. The office needed a quieter alternative to the beeping and flashing lights of its outdated communication system. "All day, the sound of doors closing made it hard for patients to relax, the traffic pattern didn't flow," said Dr. Deutsch.

Dr. Deutsch felt that harsh lighting and the cramped reception area lacked the welcoming atmosphere he wanted for his patients, so he set out to give the place a

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light, open look and feel that would truly represent the type of dentistry the Washington Center for Dentistry provides. The plan called for décor and space planning that would help deliver seamless care for patients in an ideal setting.

The new office offers a spa-like ambience to every patient walking through the custom cherry-paneled glass entrance. Patients entering the reception room relax in the new setting with bottled spring water, coffee, tea, juice, soothing aromatherapy candles, tranquil music and other five-star amenities that are part of the world-class service the practice offers every day.

"Patients walk in, grinning in amazement," said Dotty Agan, practice manager, who coordinated the project from construction to computers. "They say the place looks great, that it's relaxing and welcoming." The remodeled, spacious reception room features custom glass panels, a beverage station and a marble-topped front desk that curves gently into the wall.

"Neutral colors set the soft stress-free tone the doctors wanted," said Project Designer Sally Levitt of Sally A. Levitt Interior Resources in Potomac, Maryland. The new reception area has custom lighting that gives its mostly windowless office a much needed brightness, thanks to Charles Joch III, a Centreville Virginia architect.

Technology was the centerpiece of the

plan. There was a great desire to have a dental setting that would give every patient the ability to understand, appreciate and take part in the treatment offered. The features incorporated into the office that the staff is especially pleased with include:

- Computers and TV monitors in every operator
- DVD players in each room providing customized video education
- Digital X-rays and intraoral cameras, allowing both patients and doctors to instantly see what is happening
- Lasers, delivering amazing results on the spot with little or no discomfort or healing time for the patient
- Air-abrasion systems to speed up restorative treatment, making fillings easier for all concerned
- Vipersoft™ imaging software, showing before and after images prior to treatment
- New bleaching systems that brighten smiles in one visit





"All this while we silently keep in touch with each other all day via our system-wide computer communication program," added Dotty.

The "paperless" office also called for the addition of special scanners and a highly complex network to keep all 17 treatment rooms and 14 administrative systems running seamlessly. A dual-server system protects the data gathered throughout the day.

A 228-square-foot sterilization center with generous storage and room to work was necessary to accommodate this busy practice. Five hygienists and ten dental

assistants working with four general dentists and a periodontist keep the sterilization technicians busy full time.

"Organization is the key," said Dotty. "We label every item and its location. Our inventory is monitored and tracked weekly with the help of Sullivan-Schein's Aruba® program. Establishing systems and keeping them easy to use is the only way a practice this size can run effectively."

Paper charts are slowly becoming a thing of the past for the new office. Being fully digital means knowing where to retrieve information on the nearly 6,000 active patients.

The in-house dental lab with three technicians also underwent a complete renovation. The ceramist tends to the patients chairside, with the doctor custom shading each crown, veneer, or bridge.

Practice manager and dental consultant, Dotty Agan, approached Sullivan-Schein Dental for this major renovation. "Our goal was to integrate the highest level of technology with new and refurbished equipment," stated Dotty. "The professional approach and knowledge of Rodger Karwacki, Sullivan-Schein Dental Sales Consultant, and Michael DuVall, Sullivan-Schein Dental Equipment

To stay on the cutting edge, the Washington Center for Dentistry plans to hold intensive training and practice at weekly office meetings in order to incorporate the latest technology with daily treatments. By increasing their level of proficiency, the doctors, staff, and patients will all benefit.

Equipment Installed Includes:

- Belmont Rear Delivery Duo Units
- Belmont Swing-Mount Doctors Unit
- Belmont X-Calibur Chairs
- Belmont Clesta Tracking Lights
- Belmont Doctor's and Assistant's Stools
- Integra Medical Vipercam/Vipersoft System

Square Footage:

Approximately 6,000 square feet



"Sullivan-Schein's service division gave outstanding support"

Specialist, made this overwhelming project an exciting challenge, rather than a mission impossible. Rodger and Mike were always there when we needed them. They were by our side when the existing equipment was evaluated and categorized. Several of the rooms had equipment that would be replaced, or upgraded. Some was donated to charity," added Dotty. "Rodger and Mike helped with the selection and purchasing of new chairs and dental units as well as new technology such as intraoral cameras in every operator, imaging programs and much more. Sullivan-Schein's service division gave outstanding support when it came to moving everything to its new location, installing new equipment and repairing existing pieces."

