

Winter 2006

Patterson Today

Trailblazing in Tennessee

Described as a "young pioneer," Dr. Leah Patrick built her paperless practice the old-fashioned way – from the ground up.

See page 57



Special Expanded Office Design Section



Rock Run Dental
Roy, Utah – 6,000 sq. ft.
Page 5

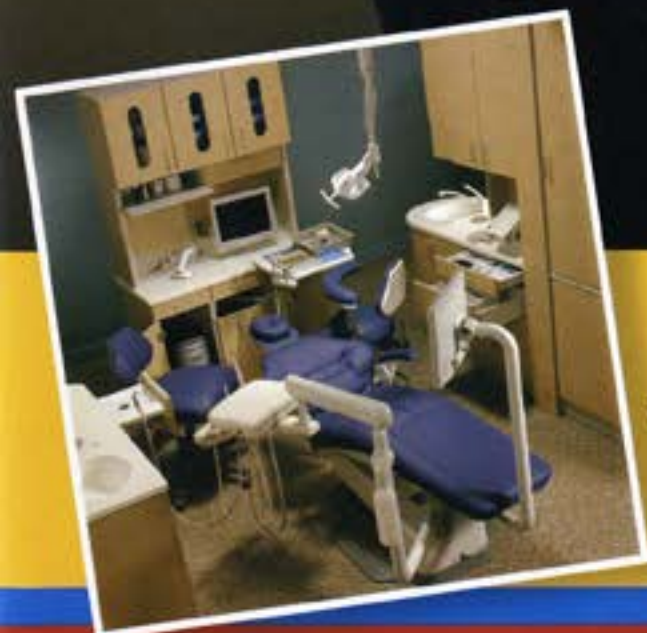


McDonald Cosmetic
and Family Dentistry
Butler, AL – 2,400 sq. ft.
Page 9



Geoff Potts, DDS
Norman, OK – 2,151 sq. ft.
Page 61

Chairs, units, lights, X-rays, cabinetry, compressors, handpieces, curing lights, sterilizers and so much more. Whatever your needs, large or small, single- or multi-operator, your Patterson representative can deliver what you need, when you need it!



Scoring Big in Sooner Country



Dr. Geoff Potts opened his new 2,151-square-foot office April 29, 2002, in the university town of Norman, Okla.

The city of Norman is home to the University of Oklahoma (OU). Spend any time in the dental office of Dr. Geoff Potts and you're not likely to forget this is Sooner country. Here, you can't miss the doctor's passion for OU Sooner football – or Schick digital dentistry.

Oklahoma
• Norman

Blackmon introduced Patterson Equipment Specialist Michael Robinson to the doctor, and the two began ironing out rough floor plans. "Mike transferred what were basically napkin sketches to detailed computer-aided designs," Dr. Potts said. "And he found areas for storage that I hadn't thought of."

Dr. Potts would have preferred to run his own practice right out of dental school. But financially, he figured it would be wise to join an existing practice first and save for a few years. He spent over three years as an associate before making the move to owner – a position he had practiced over and over in his mind.

Dr. Potts opened his brand new dental practice April 29, 2002, in a professional office complex.

STARTING FROM DIRT

His office site started as a building shell with a dirt floor. Then Dr. Potts and his Patterson team put together a winning game plan.

There was never a question about which dental supplier would be the doctor's top pick: Patterson Dental. He had worked with Patterson Representative Emily Blackmon at his former office and knew what he was getting. "Emily has always been the consummate professional," Dr. Potts said. "With Patterson, it's not always about the numbers. They believe, as I do, that if you take care of people everything else takes care of itself."



Currently, four operatories are in use – with a fifth plumbed for perhaps a future associate. For now, kids know this fifth operator as their hangout, complete with pinball and an Incredible Hulk/Sooner football theme.



Dr. Potts and staff use a Soredex digital panoramic X-ray located adjacent to the treatment areas.

As a student at the University of Oklahoma, Dr. Potts served as president of the Ruf/Neks, a University of Oklahoma spirit club. Powered by white ponies, the Sooner Schooner wagon races across the field after OU scores. Dr. Potts used to hang upside down in back of the Sooner Schooner. Today, He still has strong ties to the university and its athletic department, as evidenced by the photos and memorabilia in his office.



The doctor and his team of one full-time hygienist, one dental assistant and one office manager are charting huge gains. Production jumped 50 percent from their first year to the second, and 17 percent the following year.

One of the first digital offices he had worked on, Robinson said he enjoyed the challenge of fitting a five-operatory dental office within parameters already in place, like the roof, outside walls, windows and column support. "This design is a little different," Robinson explained. "For example, the doctor's private office is usually close to the back door. But he wanted a window, which meant his office would need to be near the business area instead."

Dr. Potts and Blackmon then waded through lists of everything he would need to get started, including office essentials and practice-building tools from Patterson Office Supplies. When opening day arrived, the doctor was ready.

"Emily and Mike are incredible," Dr. Potts said. "There hasn't been a time that I haven't been able to get ahold of Mike for any equipment situation," the doctor added. "He was there at the start and it's still that way now, almost four years later."

THE STATS

Dr. Potts had good success as an associate. This, he admitted, may have led to higher-than-average financial expectations for his new office. As it turned out, performance has never been an issue. The doctor and his team of one full-time hygienist, one dental assistant and one office manager are charting huge gains. Production jumped 50 percent from their first year to the second, and 17 percent the following year.

STANDING OVATION FOR SCHICK

While Sooner memorabilia gives this classy office ambience an extra kick, Schick digital X-ray enhances operatory procedures, explanations to patients and overall efficiency.

Dr. Potts had prior exposure with digital radiography, but not specifically Schick. "This intraoral technology is invaluable," he said, "especially with endodontics. The diagnostic capabilities of this X-ray and the immediate results – you can't put a price tag on them. Plus, there's no waiting for film to develop, only to find that you need to take another X-ray."

"I have the ability to show X-rays on a screen; you don't need to be a dentist to see the interproximal decay." He said a few patients have been skeptical of the technology at first – until they see images of their teeth blown up on a large screen. "The technology pays for itself, no doubt about it," he said.

In addition to the A-dec chairs, delivery units and treatment consoles, the doctor's operatory set includes two Planmeca X-ray heads that pass through to serve four operatories. "This was another of Mike's recommendations that made perfect sense for this office," Dr. Potts said.

NO FEAR

Dr. Potts had his patients in mind when he opted for an open design largely without doors. He didn't like the idea of closing off the waiting room from the operatories – and anxiety that can come with the unknown. "Usually visiting the dentist is not high on the list of what patients like to do," he explained. "I want this office to be more like a home, where any fear is alleviated."

This patient-centered approach is making plenty of fans – both patients and staff. "The staff is very personable and excels at one-on-one time with patients," Blackmon said. "Staff members are truly friends and I think that comes across to patients."



Dr. Geoff Potts

"The diagnostic capabilities of this X-ray and the immediate results – you can't put a price tag on them. I have the ability to show X-rays on a screen; you don't need to be a dentist to see the interproximal decay."

Dr. Potts went with an A-dec lineup, from chairs, lights and stools to delivery units and treatment consoles. This digital practice features Schick digital intraoral X-ray and a Schick USBCam. There's also two Planmeca Intraoral X-ray systems in pass-throughs that serve four operatories.

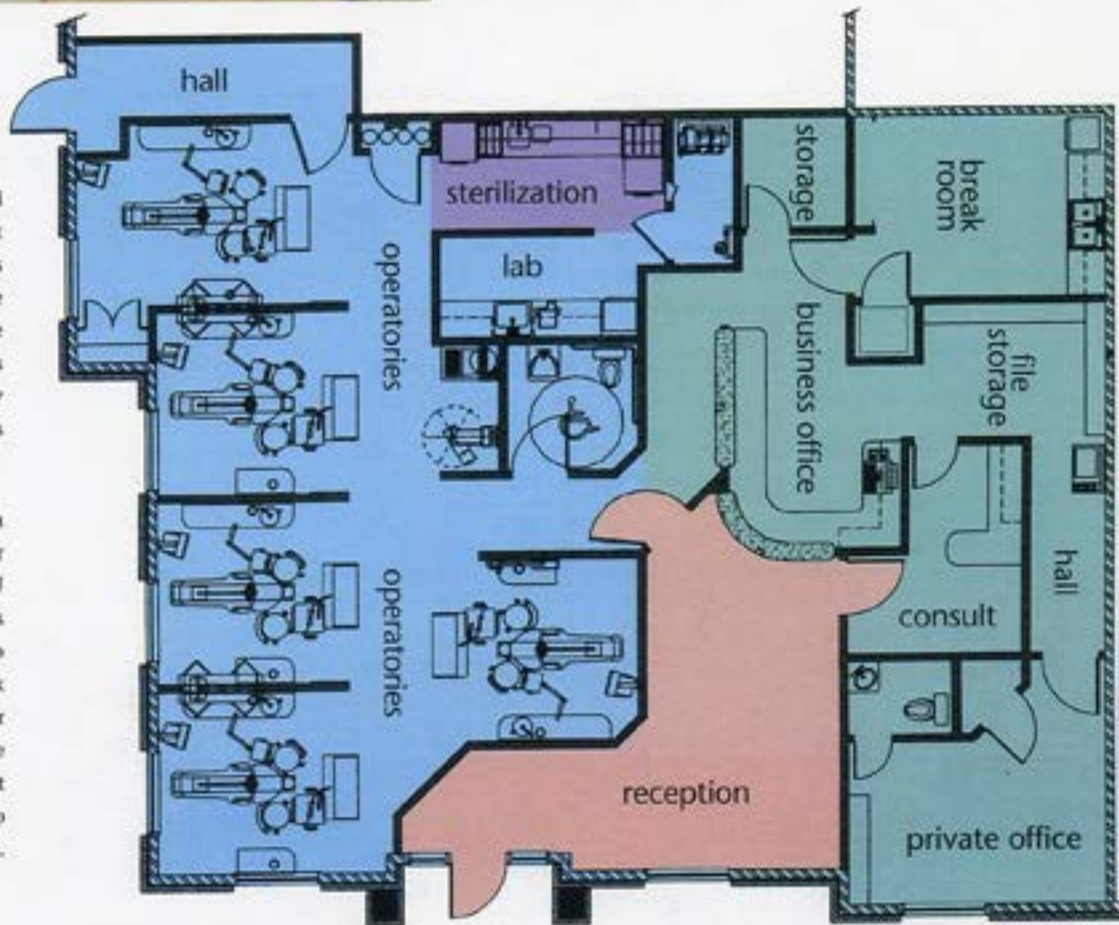




The organized layout of this dental office includes a functional lab and sterilization area, featuring the Triangle Steri-Center (far right).

"I think that as dentists we need to focus more on how we treat patients and staff," Dr. Potts commented. Personally, the doctor said he couldn't be more delighted walking into his office every morning, especially knowing his staff and patients are happy here too.

Dr. Potts even has patients from OU's rival state of Texas. After seeing the office is clearly OU territory, some of these patients tease that they're tempted to turn around and walk right back out. That's when the doctor assures them that they won't be treated any differently. "I just let them know there will be no anesthesia," he said with a smile.



Practice Profile

DENTAL PRACTICE

Geoff Potts, DDS
Norman, Oklahoma

Dr. Geoff Potts

OFFICE

2,151 square feet

This practice is a member of Patterson Plus™ Gold.

OPERATORY EQUIPMENT

- A-dec 1040 Chairs and Stools, 3072 Side Delivery Units, 5580 Rear Treatment Consoles, 5531 Side Sink Consoles, Lights and Stools
- Schick Digital Intraoral X-ray
- Schick USBCams
- Soredex Digital Pan
- Planmeca Intraoral X-rays
- Air Techniques Vacuum and Compressor
- Triangle Steri-Center
- Patterson Office Supplies
- Midmark M11 Autoclave
- Statim 5000 Autoclave
- W&H High- and Low-Speed Handpieces
- Arnet Communications System

PATTERSON TEAM

- Russ Russell
Branch Manager
- Michael Robinson
Equipment Specialist
- Emily Blackmon
Sales Representative
- Jerry Schritter
Service Technician
- David Dutton
Service Technician



Left to right: Emily Blackmon, Dr. Geoff Potts, Jerry Schritter and Michael Robinson. Not shown: Russ Russell and David Dutton