



presidential
dental | medical | veterinary

Presidential Success Stories



Table of Contents

Jason Brun - General Dentist | Castle Hill (Sydney)
Dental Fresh - General Dentist | Bondi Junction (Sydney)
Mehdi Rahimi - Endodontist | Chatswood (Sydney)
Ehsan Melatti - Periodontist | Chatswood (Sydney)
Feras Mafoud | Bass Hill (Sydney)
Sara Lonegan - General Dentist | Frenchs Forest (Sydney)
Laura Jarvis - General Dentist | Erina (Sydney)
Venkatesh Bhardway - Paediatric | Camden (Sydney)
Prashanth Dhanpal - Paediatric | Pymble (Sydney)
Kenneth Chan - General Dentist | Seven Hills (Sydney)
Matthew Foo - Orthodontist | Pymble (Sydney)
Kate Aitken - General Dentist | Gladesville (Sydney)
Happy Tooth - General Dentist | Kurri Kurri (Sydney)
Garreth McBride - General Dentist | Cooks Hill (Sydney)
Anita Kouba - General Dentist | Ashfield (Sydney)
Max Kim - General Dentist | Lawson (Sydney)
Henriette Macri-etienne | Katoomba (Sydney)
Umisha Patel - General Dentist | Quakers Hill (Sydney)
Divya Srium - Orthodontist | Strathfield (Sydney)
Jason Pireh - General Dentist | Kellyville (Sydney)
Mohammad Ali - General Dentist | Kirrawee (Sydney)
Sam Gidaro - General Dentist | Burwood (Sydney)
Teck Tang - Periodontist | Blacktown (Sydney)
Tim Clipsham - General Dentist | Kirrawee (Sydney)
Aggie Sun - General Dentist | Pyrmont (Sydney)
Katienka Hu - General Dentist | Castle Hill (Sydney)
Gokani Jayant - General Dentist | Castle Hill (Sydney)
Andrew Dunn-King - General Dentist | Randwick (Sydney)
Maher Gemain - General Dentist | Wentworth Point (Sydney)
Kala Siva - General Dentist | Homebush (Sydney)
Joseph Lattouf - General Dentist | Padstow (Sydney)
Gus Jones - General Dentist | Narabeen (Sydney)
Mohan & Geetha Mohanathas | Seven Hills (Sydney)
Kent Driver - General Dentist | Belmont (Sydney)
Claire Kim - General Dentist | Strathfield (Sydney)
Henry Moy - General Dentist | Wadalba (Sydney)

Juliette Scott - Paediatric | Crows Nest (Sydney)
Nisheeth Agrawal - General Dentist (Sydney)
Mark Morin - General Dentist | Newcastle (Sydney)
Golsa Zelli - General Dentist | Kellyville (Sydney)
Nidhi Berera - General Dentist | Leichhardt (Sydney)
David Ekins - General Dentist | Frenchs Forest (Sydney)
Gabriel Arnot - General Dentist | Leura (Sydney)
Kevin Roberts - Orthodontist | Bankstown (Sydney)
Raj de Silva - General Dentist | Charlestown (Sydney)
Bec Walker | Berkeley Vale (Sydney)
Henry Moy | Wadalba (Central Coast)
Martin Habibi | Forrest (ACT)
Helen Duarte | Charlestown (Lake Macquarie)
Robert Dalby | Toronto (Lake Macquarie)
Baher Awad | Ettalong Beach (Central Coast)
Priya Shan | Dubbo (Central West)
Daniel Unger | Queanbeyan (near ACT)
Sukanya Telfer | Canberra CBD (ACT)
Pulteney St Dental | Taree (Mid North Coast)
Port Macquarie Orthodontics | Port Macquarie (Mid North Coast)
Nisheeth Agrawal | East Maitland (Hunter)
Doulat Ramesh | Canberra (ACT)
The Happy Tooth | Muswellbrook (Upper Hunter)
Bec Walker | Berkeley Vale (Central Coast)
Raj De Silva | Charlestown (Lake Macquarie)
Prashanth Kumar Dhanpal | Pymble (Sydney)
Daniel Kim | Taree (Mid North Coast)



Luke Williams
0421 493 876
NSW/ACT



James Wallace
0427 758 650
Greater Sydney



Hamptons style practice is next level!

By David Petrikas

A \$5.5 million upgrade of the Knightsbridge Shopping Centre at Castle Hill has provided the impetus for a spectacular makeover of an existing dental practice into a Hamptons-style “dental spa”.

Shine Bright Dental is operated by talented dentist, Dr Jason Brun, and his wife, Rachel, who is also the practice manager. The couple took over the practice in mid-2018 from long serving dentist, Dr Max Kawalsky, who served the local community for almost 30 years.

Shortly after taking over the practice, the Knightsbridge Shopping Centre commenced a major renovation, which is currently nearing completion. This

presented a unique opportunity to both expand the practice into an adjacent tenancy (formerly a hairdressers) and redesign the space to be everything the couple dreamt of.

While Jason had strong input into the clinical aspects of the fit-out, Rachel provided the design inspiration - including a very clear vision of the look, feel, materials and finishes to transform that vision into reality.

“We had a clear vision of what we wanted and Perfect Practice provided advice when needed and also recommendations on products to achieve it,” Rachel said.

The finished result is an outstanding success and cleverly marries a high-end professional clinical setting with a “homely” Hamptons inspired day spa aura.

The impressive look and feel is backed by the huge range of treatments on offer from paediatric and general dental, to full cosmetic dentistry including implants and dermal makeovers including fillers and injectables performed in a separate dermal treatment room.

One of the striking aspects of Shine Bright Dental is the abundance of natural light, which permeates three sides of the building from its mezzanine position above the shopping arcade, which provides glimpses of the eucalyptus canopy outside.

This is reinforced by a light-filled waiting room and reception area, light coloured panelled walls, natural herringbone pattern timber grain flooring, accented with on-trend grey patterned and textured carpets.



Rachel explains that the unmistakably warm and homely feel was intended to make the practice feel more like a living room with a “homely” vibe and not a “clinical” waiting room atmosphere.

The “Hamptons” look Rachel sought is expressed in the colour palette and architectural details like wainscoting and pressed metal tiles with a raised pattern simulating grout.

In addition to the décor elements, the practice strikes the perfect balance of openness, natural light and privacy.

Even the choice of a modern A-dec 400 chair and matching A-dec 400 doctor’s and assistant’s stools with their attractive Timberwolf (dusky grey) upholstery, match the practice’s colour scheme perfectly.





Jason and Rachel said the fit-out went very smoothly thanks to close cooperation between Perfect practice and A-dec equipment supplier, Presidential, who supplied and installed the equipment.

“Presidential have helped us with our older equipment in the past and they talked directly to Perfect Practice to sort out all aspects of the installation so we were not caught in the middle,” Jason said. “They worked very well together and were very happy working with each other too, which took the headaches out of the build for us.”

Having trained on A-dec equipment at Sydney University’s teaching clinics and at Westmead Hospital and then working on A-dec dental units in private practice, Jason was clear on his preferred brand of chair based on its reliability and ease of use.

“Being a young couple, we wanted to make it a ‘modern’ on-trend practice with good equipment and Presidential and A-dec have helped us achieve that,” he said.

On the advice of Presidential’s James Wallace, the couple chose A-dec 400 dental units with traditional delivery systems fitted with electric motors and air turbines together with Acteon Satelec scalers.

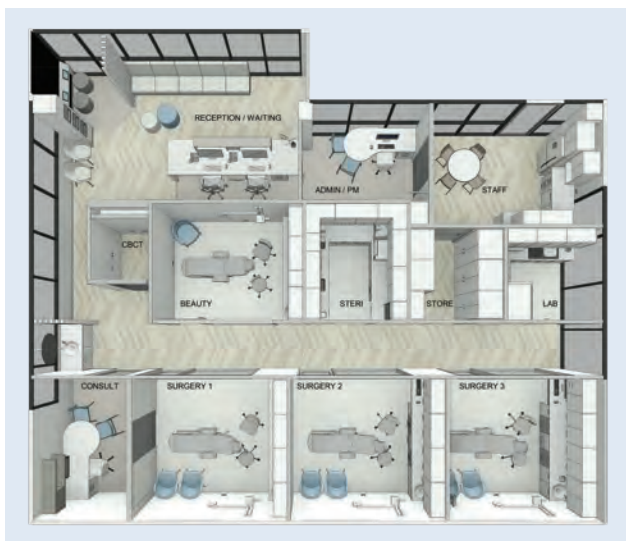
“Patients that had been in our older existing Belmont chair (which we had when we first bought the practice) all comment on the comfort of the A-dec chair,” Jason said.

The A-dec chairs include an integral monitor mount and the award winning A-dec multi LED operatory light for daylight balanced illumination that helps eliminate shadowing and reduces eye-strain.



Jason said he particularly liked the torque of the powerful A-dec EA-53 electric motor and W&H contra angle handpieces, which made it faster and easier to do crown preparations.

They have also opted for Acteon X-Mind Unity digital X-ray units and a W&H Lisa VA steriliser with automatic load sensing and fast B-Type Eco Cycles, plus an attached bar code label printer to assist with instrument tracking.



Summary

The Practice

The Practice	Shine Bright Dental
The Principal	Dr Jason Brun
Practice Manager	Rachel Brun
Practice Type	General
Location	Castle Hill, Sydney, New South Wales
Size	144 square metres
No of chairs	3

The Team

Colour & Design	Owners + Perfect Practice
Construction & Joinery	Perfect Practice
Project Manager	Glenn Stapley
Installer	Presidential

Equipment

Dental Units	A-dec 400
Sterilisation	W&H Lisa VA with LisaSAFE label printer
X-ray	Acteon X-Mind Unity
OPG	Kavo OP 2D
Compressor	Cattani AC 200
Suction	Cattani Turbo Smart CUBE
Software	Dental4Windows

The W&H steriliser and other instrument processing equipment is located in a well lit galley style sterilisation room complete with built-in tray racks, coloured floor lighting and under bench medical fridge for storing medicines, fillers and injectibles.

Both Jason and Rachel said the build couldn't have gone better and that was down to their clear design vision and the hard work and cooperation between the dental fit-out company and installer.

Rachel added that both Perfect Practice and Presidential were able to secure labour over the Christmas holiday period to complete the fit-out ready for patients in the New Year.

"Dealing with Presidential's equipment specialist, James Wallace was a seamless process. He gave us good advice on the best equipment, including measuring rooms for optimum clearance and even drove to Newcastle on his holidays to pick up some ultrasonic scaler handles for us so we could start work in the New Year.

"Presidential's technicians were so professional and also warm, friendly and personable. They worked without air conditioning over the hot summer without complaining and also helped us maintain and customise our existing equipment to make it all work together.

"We would definitely recommend both Presidential and Perfect Practice to anyone wanting to build and equip a new dental practice," Rachel said.



Penthouse practice has patients on Cloud 9

By David Petrikas

Fresh by name and fresh by nature, “Dental Fresh”, Bondi Junction is a refreshingly bright and modern practice with an upbeat feel with penthouse views above Oxford Street.

Dental Fresh is a cut above the average general practice, boasting a dedicated theatre room, plus two additional private surgeries and separate private consultation room.

The practice provides the full suite of general dental procedures and is also regarded as a centre of excellence for implants and cosmetic procedures, thanks to its close relationship with the co-located Malo Dental, which pioneered the All-On-4® dental implant technique.

No expense has been spared in setting up Dental Fresh, which is the first in Australia to be fitted with the new generation A-dec 500 dental units, in addition to quality W&H Lisa sterilisers, new OPG equipment, individual X-ray units and a phosphor plate scanner.

Project architect, Tony Freeman, of Molnar Freeman Architects, took full advantage of the top floor former office space, devoting the largest corner to a massive surgical theatre and an adjoining recovery room, with the opposite end devoted to the staff kitchen and training area.

Molnar Freeman Architects worked closely with building company, Trade A Management’s Project Manager, Andrew Fenton to ensure the vision was delivered on and everything worked as intended. The

result has exceeded the expectations of the owners, staff, patients and visitors alike.

Each of the three surgeries and private consultation room put their south facing orientation to full effect with views over Oxford Street and out towards Queens Park.

Gloss white floor to ceiling cabinetry on the internal walls and attractive sky blue upholstery on the comfortable top of the line A-dec 500 patient chairs and matching dentist’s and assistant’s stools blend seamlessly with the sunny outlook of each surgery.

The ambience in the operating theatre surgery is unmistakably that of a modern private hospital, complete with plumbed-in nitrous and stainless steel procedure trolleys, but benefits from vistas of the sky on two sides of the expansive space.



Practice manager, Emily Whitney, explained the rationale behind the investment in both modern design and state-of-the-art equipment this way: "Providing the best working environment and technology enables dental staff to do the best job for their patients."

"Patients are impressed as soon as they walk in and say the practice looks really modern and fresh. They also often comment that the A-dec chairs are so comfortable. That's important when they might be in for a 90-minute to two-hour procedure."

The practice owners mapped out a vision for the practice and this was further refined with input from staff on what would work best for them, including preferences for equipment based on their own practical experience.

Ms Whitney said emphasis was placed on ergonomics and workflow and also ample working space. "We wanted it to feel spacious and did not want patients to feel like they were going into a tiny little 'box'."

"All rooms have large windows and as the rooms are interchangeable, the chairs needed to be ambidextrous, so A-dec was the best option," Ms Whitney said.

All dentists at Dental Fresh are highly trained, with many having undergone additional studies in advanced procedures and participating in ongoing professional development, both externally and in-house under the mentorship of the senior clinicians at Malo Dental.

The overall feeling at Dental Fresh is best described as "minimalistic", "fresh" and "modern" - from the all white front desk, white walls throughout and widespread use of on-trend polished concrete flooring. Woodgrain benches upholstered in natural toned fabrics and a large wicker pendant in the waiting area soften the setting, making it feel cosy.

A very attractive green and blue logo and Dental Fresh signage adorns the wall behind the reception desk, which is lit by a combination of extended tubular down lights and eyeball spotlights.

The reception also discretely extends to a private administration area to the side.

The high front desk, which is accentuated by foot-level LED strip lighting, carries subtle white-on-white raised lettering denoting the co-located Malo Dental clinic.

The names of some of Sydney's most famous beaches are used for the various surgeries and consult rooms: Bondi, Tamarama, McKenzies and Bronte. This also serves to reinforce the practice's links to the local community.

Automatic sliding doors provide access to the surgical theatre room and individual treatment and consultation rooms. The use of frosted glass with distinctive lettering provides privacy while allowing natural light into the hallways and common areas.

Treatment rooms are bright and modern, with ample bench space and storage, roll-away procedure cabinets and wall-mounted X-rays, plus large wall and ceiling mounted monitors to provide patient entertainment and assist with case presentation.



A separate room is dedicated to private consultations and also features a very large wide screen wall monitor for explaining treatment options, or discussing CBCT and OPG images.

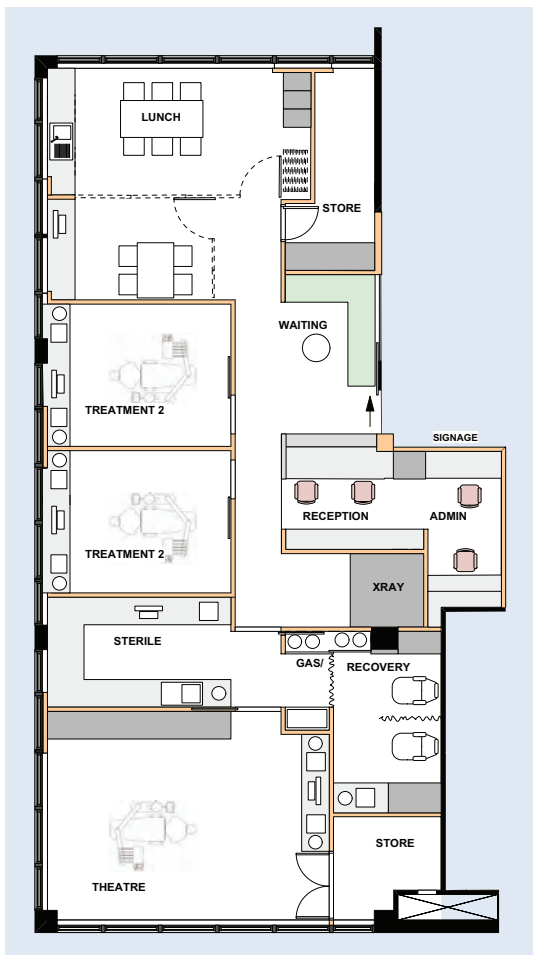
A folding partition wall opens from the private consultation room to the adjoining corner kitchen and staff retreat. This enables the space to be transformed into a spacious theatre for clinical presentations including implant training workshops for outside dentists.

Staff amenities are generous with a fully equipped kitchen with large dining table, fridge, microwave, single drawer dishwasher, sink and coffee machine.

Little has gone to waste with little nooks used for storage, including floor to ceiling private lockers. Another compact space at the other end of the hallway has been utilised as an CBCT/OPG room.

Opposite the CBCT/OPG room and next to the spacious operating theatre is a deep galley-style sterilisation room, featuring coloured task lighting indicating clean and contaminated zones with separate “clean” and “dirty” sinks to support instrument reprocessing.

Here, once again, the very best of equipment has been provided, including two W&H Lisa B Type sterilisers, the latest W&H



Summary

The Practice

The Practice	Dental Fresh / Malo Dental Sydney
Practice Type	General
Location	Bondi Junction, Sydney, New South Wales
Size	151 square metres
No of chairs	3

The Team

Colour & Design	Molnar Freeman Architects, Edgecliff, NSW
Senior Designer	Tony Freeman
Construction	Trade A Management
Project Manager	Andrew Fenton
Installer	Presidential, Warners Bay NSW

Equipment

Dental Units	A-dec 511 B
Handpieces	W&H Primea Advanced Air turbines, EA53 electric motors and W&H contra angle handpieces
Surgical Motor	W&H Implantmed surgical/implant motor
Sterilisation	W&H Lisa VA, W&H Lisa Automatic
X-ray	Kavo Focus
Digital Imaging	Acteon PSPIX Phosphor Plate Scanner
CBCT	Kavo OP 3D Pro
Compressor	Cattani K-AC3000 AC300
Suction	Cattani C-1A Turbo SMART A w/- Hydrocyclone
Mgmt Software	Dental4Windows
Imaging Software	KaVo Clinview, DTX Studio

Assistina TWIN handpiece maintenance unit (which cleans and oils handpieces in just 10 seconds), a Miele Thermal Washer Disinfector and under bench fridge for storing medicines for surgical procedures.

The practice principals worked with A-dec Australia head office in Mascot and equipment dealer, Presidential, to source and install the equipment, validate the sterilisers and provide staff training.

Timing was fortuitous and through negotiation with A-dec, Dental Fresh was able to install the first three new generation A-dec 500 units immediately on their arrival into Australia.

The new A-dec 500 units have upgraded patient chairs and a completely revised delivery system including a built in capacitive brake to stop the delivery head from sagging or drifting, plus the revolutionary new W&H Primea Advanced Air turbine system.

The Advanced Air system is a breakthrough in turbine design, combining the power of an electric motor and constant cutting speed with the lightness and tactile feel of a turbine.

Each of the chairs is equipped with the Advanced Air system and an electric motor, with two of the units fitted with traditional delivery systems and one with a continental delivery system to cater for individual dentist preferences.

The dental units are not only technologically superior to support the dental team, but the elegant and comfortable patient chairs also add to the upmarket and quality feel of the practice.



A new specialist hub for Chatswood

By Joseph Allbeury

There is an inherently natural synergy that develops around dental specialists working together. A multi-disciplinary approach to treatment represents the ideal pathway to optimal patient care and when cases are complex or traumatic, the value of specialist knowledge, experience and collaboration comes into its own.

Prosthodontist Dr Ben Lee and Endodontist Dr Mehdi Rahimi have long understood the power of collaboration. The pair both graduated in 2002 from the University of Otago in New Zealand. Dr Rahimi then completed his specialist training in Melbourne whilst Dr Lee graduated Prosthodontics in Sydney.

Years later, the pair found themselves collaborating under one roof in Chatswood, on Sydney's north shore, building a busy 3-chair specialist practice in the process.

Whereas traditionally, many specialist practices have tended to stick to a single discipline, the many advantages of working together were well known to the pair and never more so than when they needed to expand.

"Mehdi and I had been working together very successfully in our original practice on the 9th floor of this building in Chatswood," Dr Lee said. "So when the lease was coming up for renewal, we wanted to expand. The practice was only 3 chairs and we'd clearly outgrown the space.

"The entire building is owned by one landlord and so we talked it over with them and were offered options to expand laterally on the same floor or relocate to the third floor. If we expanded the old practice, the layout wouldn't have been ideal, so we took the opportunity to create a new practice from scratch."

"Before we moved, we also went in search of a periodontist to join us," Dr Rahimi said. "There are real advantages in being able to work together with other specialists in one location so we wanted to expand on that with the addition of another discipline. We had specific criteria for the type of person we were looking for in terms of how we would work together practically and professionally and we also wanted someone to buy-in to the new practice.



“We wanted a periodontist who was ready to become a business owner, rather than employing a periodontist who would at some point look to move on because they wanted a practice of their own. We were fortunate to find the ideal candidate in Dr Ehsan Mellati.”

Dr Mellati already had a working relationship with Dr Rahimi through another practice and they had consulted on cases together and cross-referred patients.

“I did my specialist training in Melbourne and then worked in Sydney at different locations for the next 5 years,” Dr Mellati said. When I heard they were looking to expand and bring in another specialist discipline, it was perfect timing for me as I was at the point in my career where practice ownership was the next logical step. Chatswood is also an ideal location as it’s close to home and perio compliments prosthodontics and endodontics so well.”

From the outset, the services of dental fit-out specialists, Perfect Practice, were enlisted to provide options and ideas on the layout of the new practice.

“When we initially looked at expanding laterally, we’d called in Perfect Practice to get some ideas about how that could work,” Dr Lee said. “We found them to be very generous with their time, expertise and advice. They drew up several floorplans and gave us different options and were very patient and professional throughout. Based on that, we could see that adding to the old practice would have resulted in a number of compromises. It was clear the best option would be to relocate completely so that we could design the practice exactly how we wanted it.”

“One of the reasons we decided to use Perfect Practice was because they are one of the biggest dental fit-out companies. We had a hard deadline to vacate the space we were in, so we felt we needed a company with a lot of manpower. I’d also had some dealings with them as a sponsor when I was President of the Australian Asian Dental Association and Mehdi used them to build his other practice in Parramatta. So we knew they could do a good job and bring it in on deadline.”

The new space on Level 3 of 10 Help Street in Sydney’s Chatswood is approximately 300 square metres in total and the plan from the outset was for 9 chairs - three for each specialty.

“I’ve been collecting images for what my ideal practice would look like for years,” Dr Lee said. “So when it came time to come up with a concept, I opened my folder of pictures and voilá... Fortunately, the other guys loved it too.”



“So rather than a brief, I gave Perfect Practice a folder of pictures with detailed descriptions related to each area in the practice and they were happy to work from that. I wanted to bring in the elements of natural materials - wood, marble and ceramic - into the practice. In this era of minimalism, we wanted it to be very welcoming.

“Refining the design took a long time and there were a lot of changes. It’s essentially three separate practices operating in one space and, as a result, we all had a say in how we wanted our own space and then the common areas to look.

“Perfect Practice was very patient. It probably took a couple of months to lock everything down and there were a lot of emails with enormous threads circulating amongst us all.

“In the end, I really enjoyed the design process and I went out to Perfect Practice’s office a few times. They were very engaging and very professional and were committed to getting it right.”

Dr Lee and Dr Rahimi said that much of the wisdom they had derived from the old practice was used to design the new one.

“As specialists, even though we occupy the same practice, we effectively run separate practices,” Dr Rahimi said. “At times, we collaborate on patients and this is the real benefit of working in a single location, but we each have our own referrers and we each have our own patients. As a result of this, we effectively sectioned the practice into three smaller practices with our own associates and our own staff. We share the waiting area but the long reception counter is divided into three and we each have our own staff working in our own section. We also share the CBCT unit and staff amenities, but we each have our own dedicated treatment rooms and we each have a separate sterilisation room.

“Ben and I learnt a lot about practice dynamics from working upstairs together and this has been reflected in the design. One of the reasons we each have a sterilisation area, for example, is to ensure our instruments never get mixed up. That had been a constant problem upstairs and would have only gotten worse with three specialties and nine chairs to service.”

Each set of treatment rooms were also designed around the individual requirements of the three specialists and their specialties.

“Half my time is spent on traditional periodontic treatments and the other half is spent placing implants,” Dr Mellati said. “So my rooms are designed around those functions. However, I didn’t want a completely white, clinical look. Each room has what I call a ‘warm’ area with wallpaper to soften the lines and a comfortable chair for the accompanying person to sit in during treatment if required. There are TVs on the roof for education and entertainment as my procedures can be long.”

“As a prosthodontist, in addition to carrying out major restorative cases, I spend most of my time placing dental implants,” Dr Lee said. “So my three rooms are designed for both surgical and restorative procedures. Given the nature of prosthodontics, my clinical rooms need to look aesthetically pleasing, so a lot of emphasis was placed on aesthetics. There are hidden lab suction units and hidden x-ray arms, black tapware against marble splash backs, white cabinetry with white Staron bench tops and a lot of frameless glass to achieve the sense of openness, minimalism and aesthetics. In contrast, the separate consult room was designed with softer colours and more comfortable materials to achieve comfort and relaxation.”



“Apart from the general clinical differences in our specialties, we also work differently,” Dr Rahimi said. “I use nitrous routinely, so my treatment rooms are more enclosed, whereas Ben’s have lots of glass. I work 4- or 6-handed and I do a lot of procedures under IV sedation, as well as filming for the ADA NSW CPD in my surgery at times, so my main room is larger to accommodate extra people. I also regularly have referring dentists in watching what I do, so apart from the TV on the ceiling, I also have a TV on the wall plugged into the microscope for dentist and patient education.”

New equipment was purchased throughout for the new practice and each specialist again shopped separately.

Dr Lee has a long-standing relationship with Dentsply Sirona and purchased new Sinus dental units for his rooms.

Dr Rahimi and Dr Mellati both purchased A-dec 500 dental units for their rooms from A-dec dealer, Presidential.

Melag autoclaves feature in two of the steri areas and a W&H Lisa in the other. A Morita X800 CBCT unit is shared by all.

Dr Rahimi also uses Leica microscopes.

The equipment was purchased from several dental suppliers, with each product being chosen more for its performance, than brand loyalty.

“We told Perfect Practice to bring their A-game,” Dr Lee said. “And they did. We needed the practice completed on time and we needed it done right. There was no option to extend the lease upstairs as there was a tenant moving in immediately after we vacated.

“Perfect Practice made the deadline, but there were some minor compromises due to the time constraint. To their credit, they rectified everything that wasn’t perfect in a professional manner and we were all more than satisfied with the result.



Summary

The Practice

The Practice	Chatswood Dental Specialists
Principal	Dr Ben Lee, Sydney Prosthodontist Group Dr Ehsan Mellati, Precision Periodontics Dr Mehdi Rahimi, Gentle Endodontics
Practice Type	Specialist Pros, Perio and Endo
Location	Chatswood, Sydney, New South Wales
Size	300 square metres
No of chairs	9

The Team

Design	Perfect Practice
Senior Designer	Riyaz Bhada - Perfect Practice
Documenter	Susana Hernandez/Allan Hughes - PP
Construction & Joinery	Perfect Practice
Project Manager	Aaron Jenkins - Perfect Practice
Project Consultant	Peter Arnot - Perfect Practice

Equipment

Dental Chairs	Dentsply Sirona Sinus A-dec 500
Sterilisation	Melag Vacuklav 41B W&H Lisa 22L
X-Ray	Dentsply Sirona Heliodont Plus MyRay Hypersphere Instrumentarium Express PSP Scanner
CBCT	Morita X800
Compressor	Cattani AC300
Suction	Cattani Tandem Turbo Smart B
Software	OpenDental



"It was the first time I ever enjoyed working with tradesmen and they really were a great team. Everyone was fantastic to work with - patient, communicated well and professional. It made the process so much easier than we thought it would be.

"We've had very positive responses from patients and the practice feels very professional and very welcoming."

Dr Rahimi said that having so much space would now allow the practice to go to a whole new level.

"I find the most enjoyable part of working as a specialist is when we can all collaborate as a team to provide the best outcome for the patient. Having a brand new practice with three times the space means we can not only work together more easily, but we can also bring in other specialists from time to time to consult in areas like paediatric dentistry, pain management and oral medicine.

"We're all very happy with the result and Perfect Practice made the whole experience far easier than we expected."

"As my first practice, it's been a whirlwind experience made so much easier by having two colleagues to collaborate with throughout the process," Dr Mellati said. "Six months in and the concept of a multidisciplinary specialist centre is well and truly coming into its own."



Dentistry IQ has eye appeal!

By David Petrikas

A new dental practice overseen by a project manager skilled in glazing and commercial construction has delivered a very aesthetically pleasing, practical and cost-effective result for a Sydney dentist.

Dentistry IQ is operated by Dr Silfat Shamali, who wanted to establish her own dental practice to provide quality and value-for-money care for patients in this part of Sydney.

Dentistry IQ is located in a modern, eye-catching new development incorporating Bass Hill Medical Centre that fronts 858 Hume Highway, Bass Hill in South Western Sydney.

Bass Hill and the surrounding suburbs are undergoing a transformation including the modernisation of homes and increased population density marked by the number of duplexes replacing single dwellings.

This augurs well for patient demand, making the modern new building an ideal location to offer family dental services to complement the other health services on offer including medical centre, diagnostic imaging, pathology laboratory, pharmacy and upscale cafe.

When it came to building the practice, Dr Shamali and her husband sought the help of her brother-in-law, Feras Mahfoud, who has experience in both residential construction and commercial building – including supplying the impressive glass façade at Bass Hill Medical Centre.

Mr Mahfoud, in turn, approached surgery designer, Meow Lim, for guidance on layout, especially for the steri area. Working with Dr Shamali and her husband, the family together came up with a layout and design that suited their requirements and made the best use of the compact space.

Using his contacts, Mr Mahfoud was able to arrange the necessary building works to be completed to the required standard, using easy-to-maintain materials and finishes and also ensure the proper installation of the suction and other services.

Adjustments to the initial plan were made to accommodate structural issues such as roof support columns and under floor reinforcements. Allowance was also made for wheelchair access from the adjoining medical centre.



Electrically operated cavity-sliding glass doors are both attractive and space efficient without obstructing chair access. The use of frosted glass provides privacy for patients, while still allowing in natural light.

The colour palette and furnishings, which were chosen by Dr Shamali and her family, are both relaxed and contemporary. Elements include off-white stone benches, a linear natural timber wall and ceiling battens and timber-effect flooring.



Fabric upholstered patient chairs pick up on the muted natural hues and help tie the individual materials and finishes together in a complementary manner.

The practice's identity is embedded in bright blue signage and the attractive and plush cyan sewn upholstery on the A-dec 400 dental unit, which is fully equipped with an ambidextrous "Radius" delivery system, monitor mount and LED operator light.

The team at Dentistry IQ looked at a number of options before deciding to source all the practice's equipment from leading NSW A-dec dental dealer, Presidential.

Sydney-based Presidential equipment specialist, James Wallace, was able to come up with a total package incorporating

the dental units, handpiece reprocessing and sterilisation equipment, digital imaging, compressor and suction.

All the equipment has been sourced from some of the world's leading dental equipment suppliers, namely A-dec, W&H, Acteon and Cattani respectively.

Presidential's technicians were also able to install the equipment and arrange the necessary X-ray and sterilisation certifications to get the practice up and running.

Dr Shamali said she chose A-dec for its quality and reputation for reliability, as well as its streamlined and attractive appearance and chair comfort. The sumptuous bright blue "cyan" coloured upholstery is both comfortable and the perfect complement to the practice's corporate colours.



Summary

The Practice

The Practice	Dentistry IQ
The Principals	Dr Silfat Shamali
Practice Type	General
Location	Bass Hill, Sydney, New South Wales
Size	63 square metres
No of chairs	1 + 1

The Team

Colour & Design	Owners + Meow Lim, Metaforce, Sydney
Construction & Joinery	SS Glass, Sydney
Project Manager	Feras Mahfoud
Installer	Presidential

Equipment

Dental Units	A-dec 400
Sterilisation	W&H Lisa VA
X-ray	X-Mind DC with Acteon PSPIX Phosphor Plate Scanner
Compressor	Cattani AC200
Suction	Cattani Cube
Software	Dental4Windows Sopro Imaging

The A-dec 400 dental unit provided everything required in a delivery system without any unnecessary and complicated electronics - unlike other brands that were initially considered. The delivery system is also left and right-hand compatible and the combined monitor/light mount swings easily out of the way for easier access to the chair and surgery.

Dr Shamali said patients were delighted with the look and feel of the patient chair and that she found the A-dec 400 easy to use. The matching A-dec 500 doctor's and assistant's stools are also extremely comfortable and designed to support an ergonomic posture for both the dentist and assistant while working.

The chair is fully equipped with quality W&H instruments, an Acteon Satelec ultrasonic scaler and Sopro 717 intraoral camera, which links to both a chair-mounted and overhead monitor.

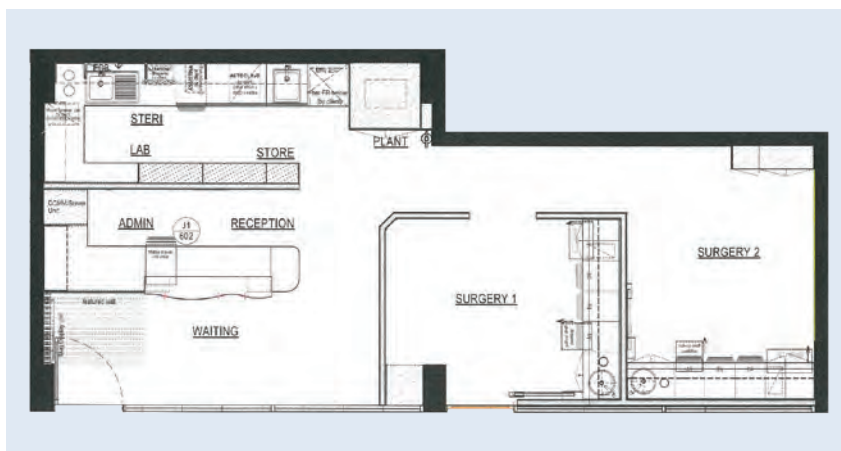
Other critical equipment in the surgery includes an Acteon X-Mind DC X-ray unit and the latest PSPIX desktop phosphor image plate scanner for rapid processing of X-ray images. Dr Shamali also uses an STA Single Tooth Anaesthesia analgesic unit for pain control.

The sterilisation room, which is tucked neatly behind reception, has ample storage

and built-in tray racks and is equipped with the latest B Type Lisa VA steriliser that features automatic load sensing and fast "Eco-Cycle" sterilisation cycles.

Instrument processing is streamlined thanks to the use of the innovative new W&H Assistina TWIN handpiece maintenance unit that can clean and properly lubricate a dental handpiece in just 10 seconds.

Maximum use of floor area has been achieved by a flowing layout that provides good access and optimum space for both the existing and a proposed second surgery.





Top floor practice really sparkles!

By David Petrikas

When Northern Beaches dentist, Dr Sara Lonergan took over an existing practice that had been operating for 40 years, she already had a vision for a new “dream practice”. Those dreams were realised in 2019.

Dr Lonergan had well and truly outgrown her previous Narrabeena surgery when she moved into her new practice at Frenchs Forest, not far from the new Northern Beaches Hospital. At 260 square metres, her Tooth Sparkler surgery is five times the size of the original practice - and a giant leap into the future.

Despite the sheer size of the practice and its top-floor location, Dr Lonergan said the building process was made relatively

painless by the experience of the dedicated team from AJ Barber, which handled the entire fit-out from beginning to end.

Based on earlier dealings with AJ Barber in updating her old practice, Dr Lonergan had no hesitation in entrusting them with the new project. Given the significant engineering hurdles in the building, that trust was well placed. These challenges included restricted material access to a second-floor location and avoiding tensioned steel rods when placing services in the concrete slab of a building not originally designed for the additional plumbing and electrical wiring required by a dental surgery.

“I couldn’t fault AJ Barber. They took pride in their work, were very thorough and have delivered a superior finish with no surprises during the build,” Dr Lonergan said.

“Their knowledge is indispensable. They know how dental practices work and have been building them for over 30 years. This means they’re familiar with details like dental plumbing and electrics, standard bench heights and room sizes and patient-protected radiology.”

The design and build process started in mid-2017, when Dr Lonergan found a residential property near her existing surgery and asked AJ Barber to provide a free site inspection.

While investigating this property, another commercial space came up. So they looked at both options and AJ Barber designer, Katie Fox, developed concept designs for both spaces.

However, neither felt like the right fit and it wasn’t until December 2018 that the top-floor property came on the market.



As soon as Dr Lonergan saw it, she knew it was the right one for her dream practice.

The design brief was “Scandi with an Australian twist” and this has been brought out through the decor and artworks. Few changes were made to the design Katie presented and other than providing some design samples, Dr Lonergan entrusted the selection of finishes to Katie as well.

“Katie and I have similar likes,” Dr Lonergan said. “We both like feature walls, but think that linear shapes in dental surgeries have been overdone, so we went with geometric lines instead, which has given it a fresh, unique look.”





Wood-grained feature walls with geometric metal edging, wood-grain flooring and timber ceiling inserts have been used with dramatic effect in the reception area. Inside the treatment areas, the natural wood grain continues in the joinery, giving warmth to the clinical space. The wood grain also complements the light-coloured walls and contrasting charcoal doors.

An Australian theme is reflected in large artworks depicting Australian flora and fauna including the striking monochrome speckled black cockatoo, which takes pride of place in Dr Lonergan's surgery. There are large colour prints of a koala, parrot and kookaburra in the other surgeries, some of which look onto the gum tree canopies outside. Even the upholstery colours of the A-dec chairs mimic ocean blue, charcoal grey and eucalypt green, helping them blend seamlessly with the surrounding decor.

But it's not just the fresh designer look that makes Tooth Sparkler a success - the layout has been carefully planned and executed.

"As a dentist, I didn't want to worry about it," Dr Lonergan said. "I just want it to be a functional space in the right spot - and look good. It was worth the investment and comforting to know AJ Barber had my back and would do a great job."

Dr Lonergan said the central sterilisation room with its glass wall has greatly improved the "choreography" of staff throughout the practice. Bespoke shelving for trays aids materials management and the steri-room includes an under-bench Bromic Medifridge for storing medicines. Infection control is a high priority, with coloured LED lighting beneath the overhead cabinets delineating "clean" and "contaminated" areas to reinforce instrument-reprocessing protocols.



A hands-free sink is located immediately outside the sterilisation room for hand washing.

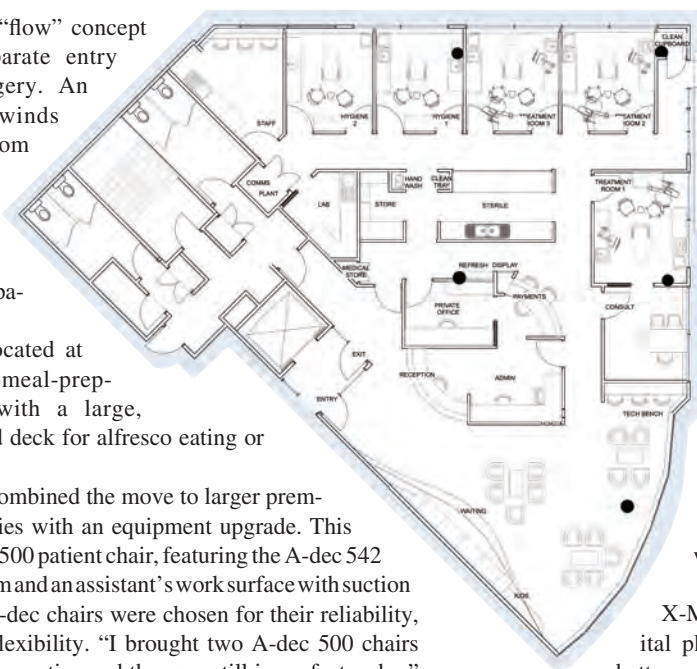
Patient comfort has been carefully considered in furnishing the vast space. The expansive waiting room includes an inset upholstered bench with ceiling-height upholstered backrest and geometric stitching, plus café-style chairs and tables and a corner bar-style bench with high stools for quiet browsing or working on a device. There is also a custom crèche area, built-in magazine racks and a large entertainment monitor set into the geometric feature wall.

Patients are welcomed at the high front desk and flow through from the large waiting room. From there they are ushered to one of the surgeries or a private consultation room to discuss treatment options. A separate curved payment desk in the nook behind the combined reception/administration area provides for patient privacy, while enabling staff to attend incoming and outgoing patients as required.

The ideal patient “flow” concept continues with separate entry doors to each surgery. An internal hallway winds from the waiting room past the payments desk, around the surgeries, past the glass-walled steri room and out to a separate private exit.

A staff kitchen located at the rear provides meal-preparation facilities, with a large, north-facing, covered deck for alfresco eating or just chilling out.

Dr Lonergan has combined the move to larger premises and extra surgeries with an equipment upgrade. This includes a new A-dec 500 patient chair, featuring the A-dec 542 remote delivery system and an assistant’s work surface with suction and chair controls. A-dec chairs were chosen for their reliability, small footprint and flexibility. “I brought two A-dec 500 chairs with me from the old practice and they are still in perfect order,” Dr Lonergan said.



Summary

The Practice

The Practice	Tooth Sparkler
The Principals	Dr Sara Lonergan
Practice Type	General
Location	Frenchs Forest, Sydney, New South Wales
Size	260 square metres
No of chairs	5

The Team

Colour & Design	Katie Fox, AJ Barber
Construction & Joinery	AJ Barber
Project Manager	Ben Fox
Installer	Presidential
Service Technician	Hunter Dental

Equipment

Dental Units	A-dec 500 x 4 with A-dec 545 Assistants work surface
Sterilisation	DAC Premium
X-ray	X-Mind DC and Progeny with Dürr Vistascan Phosphor Plate Scanner
Compressor	Cattani K200, Cattani K300
Suction	Cattani Turbo Smart A
Software	Dental4Windows

Utilising the new A-dec 542 remote delivery system and the latest state-of-the-art ceiling-mounted LED operatory light allows Dr Lonergan to have a chair devoid of instruments when welcoming patients into the surgery. This provides a non-intimidating environment for consultations in the chair, helping to settle anxious patients.

The assistant’s work surface, with its large round top, enables the dental assistant to reach instrument trays and consumables without leaving the stool. Like the delivery system, the work surface pivots away from the chair when not required.

Dr Lonergan also upgraded to Acteon X-Mind Unity X-ray generators and a digital phosphor plate system, which provides better radiographic image quality without all of the bulkiness of earlier systems.



Luxe fit-out creates perfect haven

By David Petrikas

A very clear design brief, high-end natural materials and help from a seasoned designer and a great builder have combined to create a luxury surgery on the NSW Central Coast. Dentist, Laura Jarvis and her husband, Lucas, set out to visualise an environment that they and their staff would enjoy working in and which would attract and relax patients.

Their thoughtful design is based on the alluring feel of a luxury hotel - a place Laura and Lucas say they feel most relaxed and special, so that is exactly what their reception and waiting room was built to emulate.

To achieve this, they considered everything from choice of materials, colour, lighting, temperature, sound, decoration and even physical touch and smell.

"All of these factors affect comfort and getting one of these elements out of place will detract from the overall feeling," Dr Jarvis said.

"We have now created a space that people enjoy sitting in. We have people who drop in just to relax, especially mums who arrive early just to use this as a place to sit in peace.

"We worked closely with Antony Poate for implementing the design. He was very obliging to draft our ideas onto paper and I cannot imagine having done this without his help. He

assisted the entire process including obtaining a complying development certificate, radiation licensing and assessing the space for suitability for a dental practice - looking at size, plumbing services, air conditioning services and ceiling heights.

"Antony provided us with an initial draft that was a great starting point. At that stage, we could virtually walk ourselves through the practice and visualise a final result, which made it easy for us to tailor the concept into something that would work for us.

"We went through the design and created a space of our own, selecting the materials and furniture and modifying room position and sizing to suit.





“We wanted to create something special with our reception desk to make a statement. This beautiful artistic centrepiece was not easy to achieve. It has a ‘matchbox’ corner and a rough edge to simulate the raw features of the material and is intended to look as though it has come direct from the earth, which was achieved by a hand-hewn ‘broken’ finish along the bottom edge which took a craftsman several hours of chiselling to achieve.”

Adjacent the marble desk is a marble topped “tea station” with infused tea for patient enjoyment. The reception area has individual chairs, wall art, a coffee table and designer carpet - all of which create a feeling of pampering and opulence, rather than a waiting room.

When it came to builders, Laura and Lucas were unable to find a dental fit-out company prepared to work with their material selection or tackle changes like lifting the electrical conduit trays above reception to provide room for a coffered and panelled ceiling.

“The dental fit-out companies we spoke to are not familiar with working with real hardwood parquet flooring or set ceilings, both of which we had our heart set on,” Dr Jarvis said. “Ramping

was required in most rooms and there were some challenges in some areas, but it all comes down to problem solving and there is always an answer when you find a builder prepared to work with you.

“The dental fit-out companies encouraged us to use more traditional dental materials such as vinyl flooring and grid ceilings, however we had our heart set on our material selection. The quotes came at an absolute premium for the inconvenience of working with different materials. It became clear that we needed to contact a fit-out company that is more familiar with our material choices and had to look outside the companies specialising in dental. At the end of the day, there are only two services that are specific to dental in a fit-out and that is plumbing and electrical. We were very specific in requesting that these sub-contractors had prior dental experience. The rest are just walls, floors and ceilings.

“We contacted a commercial shop fitting company, Denbil and they had absolutely no problem with our requests. Nothing we asked for was too hard and it was such a relief to have found them.”



Photographs by Lucas Jarvis

Summary

The Practice

The Practice	Element Dental
The Principals	Dr Laura Jarvis
Practice Type	General
Location	Erina, New South Wales
Size	140 square metres
No of chairs	2

The Team

Colour	Dr Laura Jarvis and Lucas Jarvis
Designer	Dr Laura Jarvis, Lucas Jarvis and Antony Poate
Construction	Denbil
Project Manager	Shaun Wainwright, Denbil
Installer	Presidential

Equipment

Dental Units	A-dec 500 x 2 with A-dec electric micromotor and ceiling mounted A-dec LED light
Sterilisation	Melag Vacuklav 44B+ Miele Thermal Disinfector
CBCT	Dentsply Sirona Orthophos XG 3D
X-Ray	Dentsply Sirona Heliodent Plus with Dürer VistaScan PSP scanner
Compressor	Cattani K200
Suction	Cattani TurboSmart A
Software	EXACT

Of course having a beautiful environment is only one aspect of a productive practice and Laura says that the choice of quality equipment and reliable service backup is something well worth budgeting for too.

"I have worked in many chairs from well-known brands and have to say that A-dec is the winner! The ergonomic design of the backrest provides comfort to the patient while being thin enough to allow for easier access for the dentist and nurse. Our career can be shortened by not having a comfortable chair," Dr Jarvis said.

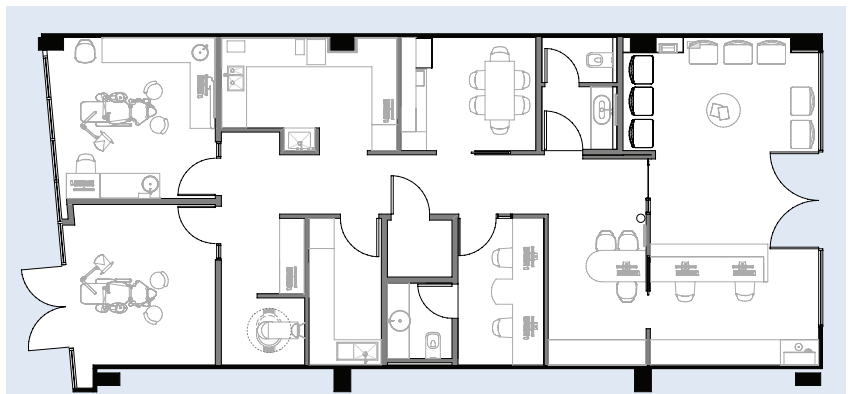
"I selected the A-dec 500 rather than other models for its overall appearance and for the deluxe digital touch screen which has much more information than a standard touchpad and works the best with the electric micromotor. I use the motor as an alternative to the air driven slow speeds and it can be used with a red band handpiece as well.

"The chair itself is the most streamlined of the models with a beautiful armrest that makes it easy to get in and out of and can be moved with your knee only and the headrest has an easy-to-use lever as opposed to a knob. It's a small detail, but I really prefer it. The padding on the chair

is also the most streamlined of the models and for me, it comes down to aesthetic preference. I selected the sewn upholstery, as again I felt this was softer and more comfortable for the patients. I also believe it wears better as the fabric stretches.

"My patients love the chair and often comment on how comfy it is. Some will sit down and close their eyes as if to go into a deep slumber and some actually do fall asleep!"

The chairs are looked after by Presidential who have been very supportive and able to assist in radiation certification, sterilisation calibration and all servicing requirements.





Paediatric practice adds sophistication

By David Petrikas

One of Sydney's newest paediatric dental surgeries has elevated the style and standard of care offered to young patients and their families.

Dr Venkatesh Bhardwaj, a Senior Registrar in the Department of Paediatric Dentistry at Westmead Centre for Oral Health, established Macarthur Paediatric Dentistry in Camden to offer specialist paediatric care to patients in the rapidly growing Macarthur region southwest of Sydney.

At the outset, Dr Bhardwaj (known as "Dr Ven" to most) wanted surgeries that were large enough to allow easy wheelchair access and ample space for the functional requirements of the practice including sedation equipment.

He also wanted to provide a relaxing environment, not only for his young patients, but equally importantly for their parents to ensure their stay was as pleasant as possible. This approach appears to be working, with referral and return patient numbers already building since opening.

Dr Bhardwaj said he was fortunate in getting in contact with experienced surgery designer and builder, Andrew Mulroe, the Managing Director of Dental Fitout Projects, Belrose in Sydney.

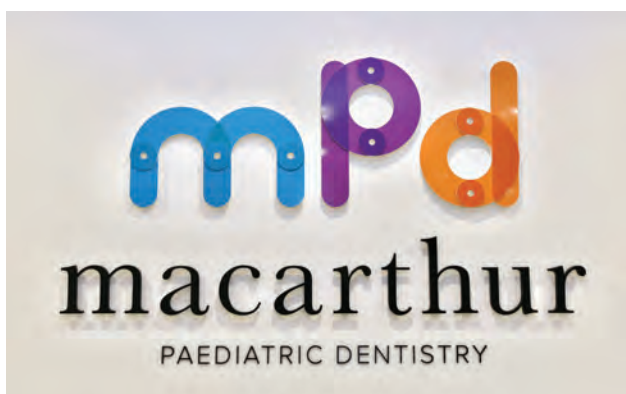
Dental Fitout Projects was instrumental in the project coming together, being able to help locate, design and fit-out a practice to suit Dr Bhardwaj's specific needs. The company has a reputation of listening very carefully to their clients' "wish list" and producing amazing results.

Macarthur Paediatric Dentistry is certainly no exception.

Dental Fitout Projects, MD, Andrew Mulroe, said the key ingredient to success was working closely with their clients to achieve the perfect partnership of dentist, designer and builder.

The company has a system that covers site assessment, design, procurement and construction, all in a smooth, easy-to-follow format that includes a full set of 2D and 3D construction drawings to help bring the project to life during the planning phase.

Andrew Mulroe and senior designer, Meow Lim, have together designed and built over 300 dental practices. Ms Lim's design skill set was critical to the outcome of this practice.



Dental Fitout Projects' Steven Hyde is the Senior Project Manager overseeing the projects, ensuring the highest level of quality while meeting construction deadlines and budgets.

"Dental Fitout Projects were fantastic and really helpful. They covered all the nuts and bolts and came up with exactly what I wanted and how I wanted it," Dr Bhardwaj said.

Macarthur Paediatric Dentistry has a more upmarket "adult" feel than many paediatric clinics, but manages to appeal to both adults and children through subtle touches such as high quality framed caricatures of children imagining themselves as superheroes.

The practice is located in a modern building with heritage-inspired styling, matching the historic town of Camden and is complemented by the crisp and modern interior décor.





By using plain wall colours, warm timber grained flooring, high-end finishes including a marble-patterned reception desk and modern furniture, together with decorator colour accents and graphics, the look is distinctly mature and sophisticated.

The main waiting area has modern seating and magazine racks for parents and adjoins a dedicated children's space with upholstered lounge, play rug, toys and television monitor. As a result of this more considered approach, the practice makes parents and children feel equally at home.

As a senior registrar at Westmead where he completed his Doctorate in Clinical Dentistry, Dr Bhardwaj is skilled at handling challenging cases, including dealing with children with behavioural problems, anxiety and patients with various disabilities.

This led to the clear choice of a dental unit with a separate delivery system and a bare chair and ceiling mounted LED lights without any attached poles or cuspidor (spittoon).

"Children often like to jump on chairs and grab things and some children with special needs can feel "boxed in" by a spittoon and bulky delivery systems," Dr Bhardwaj explained.

"The A-dec chairs allow us to separate the delivery system and have everything tucked away until needed. There is no comparison to the separate delivery system and it's worth paying a premium for a better chair as others which use a cart system are very clunky in comparison," Dr Bhardwaj said.

Dr Bhardwaj's work often requires the use of Nitrous Oxide sedation and requires an accessible and comfortable patient chair and the ability to provide four-handed dentistry.

He is fortunate in having skilled staff including a senior dental assistant with experience who was able to provide input into the layout of the practice to make it more efficient.

In his case, the DA is well catered for with an A-dec 545 round work surface that moves easily into position on a double pivoting arm when required and includes suction and its own chair and light controls.

When it came to selecting the main surgery equipment, Dr Bhardwaj spoke to James Wallace of New South Wales A-dec dealer, Presidential, who came up with a comprehensive chair and equipment package including sterilisation room equipment to get the practice operating.



Summary

The Practice

The Practice	Macquarie Paediatric Dentistry
The Principals	Dr Venkatesh Bhardwaj
Practice Type	Specialist Paediatric
Location	Camden, New South Wales
Size	115 square metres
No of chairs	2 + 1

The Team

Design	Dental Fitout Projects
Senior Designer	Andrew Mulroe and Meow Lim
Construction	Dental Fitout Projects
Project Manager	Steven Hyde
Installer	Presidential

Equipment

Dental Units	A-dec 500 with A-dec 542 side delivery A-dec 300 with A-dec 542 side delivery A-dec 545 articulating round assistant's work surface
Sterilisation	W&H Lisa VA Assistina TWIN automated handpiece maintenance unit
X-Ray	X-Mind DC with KaVo Scan eXam PSP scanner
Compressor	Cattani AC200
Suction	Cattani MicroSmart
Software	Pratika

Presidential was able to arrange the installation of the dental units, X-ray generators, compressor, suction and all the sterilisation equipment - which includes the latest generation W&H Lisa VA steriliser with wireless instrument tracking capability and W&H Assistina TWIN handpiece maintenance unit.

"I've used A-dec equipment extensively in all training hospitals including some older equipment and some newer A-dec equipment and Presidential was able to provide me with exactly what I needed," Dr Bhardwaj said.

The main surgery has an A-dec 500 dental unit while a second surgery features a second generation A-dec 300 patient chair with load bearing armrests and the same A-dec 542 side delivery system and award-winning A-dec multi LED operatory light.

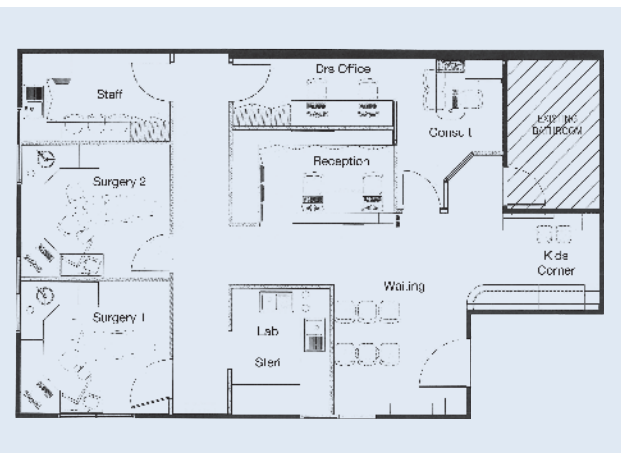
"I really liked the look of the A-dec 500 and it is really soft and comfortable for the patient. Also, the bright orange upholstery matches my logo."

Dr Bhardwaj particularly likes the speed of movement of the A-dec 300 patient chair, which enables him to quickly sedate patients and begin working on them immediately.

"The newer A-dec chairs are very easy on the eye and the upholstery is surreal - in terms of comfort, colour and ease of cleaning and it also wears quite well, while other chairs tend to look frayed and old after only a short time.

"Even the A-dec sewn upholstery still looks nice even when it wears and the ability to separate the delivery system is fantastic as it is tucked away behind the eye line of patients which is very important when treating anxious children," Dr Bhardwaj said.

Macarthur Paediatric Dentistry is located at Suite 1, 21 Elizabeth Street Camden NSW - Tel: (02) 9188-0202.





Seven Hills practice has lots of appeal

By David Petrikas

A large, brand new family dental practice, Capstone Dental, has added a much needed health service and a splash of design flair to the Seven Hills Plaza in Western Sydney.

After scouting around a few locations in suburban Sydney, young Sydney dentist, Dr Ken Chan, found Seven Hills Plaza to be an ideal location with high visibility to pedestrian traffic.

“With future residential development and a childcare centre planned for the area, Seven Hills Plaza was looking for more service-based shops,” Dr Chan said. “The Medical Centre here is always busy so it looked like a great place to setup.”

Dr Chan said he was hoping to attract patients to the practice by providing something “new and fresh” and so enlisted the help of an experienced surgery design and fitout company to take the best possible advantage of the opportunity.

Dr Chan said he was looking for someone trustworthy and genuine. He asked around his colleagues and was referred to Commodore Dental & Medical Fitouts to do the surgery design and construction, which he is very happy with in terms of both affordability and quality.

“Craig Exley from Commodore Fitouts was very approachable, responsive and flexible,” Dr Chan said. “He really listened to what I wanted and I relied on his experience. For example, I didn’t really know how many shelves I wanted for gloves and

masks and other details, so I trusted Craig and he really helped maximise my use of space and also came up with a great layout for the practice that works really well.

“The shopping centre manager said it is easily the best looking shop in this part of the centre which is very nice to hear and we’ve had great feedback from our patients too.”

The shopfront has a distinctive feature wall clad with vertical timber strips laid in a random pattern with the two-tone blue logo and signage set into the wall at eye level.

The same timber panel design is used as a feature infill in the reception desk and is complemented by a suspended wooden ceiling niche, wood-grain floorboards and modern Scandinavian furniture.



A small play nook off to the side features colourful children's furniture and wide diagonal wall stripes in eye-catching, blue, yellow, grey and black.

The waiting room design was important to get right as the front of the practice features wide floor to ceiling glazing and doors, so the interior of the practice is all on show.

The pleasant mid and deep blue colour palate is also used in the Capstone Dental logo and continued into the clinical areas with blue glass splashbacks and the Diplomat blue upholstery of the A-dec patient and dental chairs.

The floor area has been maximised by placing the surgical consulting rooms down the left hand side of the building off a wide corridor, serviced by a central sterilisation room.

This, in turn, links up with the staff amenities and through to a small private office behind the reception desk so that staff can easily walk from the meal room or office through to the front desk from behind if a patient walks in.

The overall feel of the practice is spacious and professional with a definite "designer" touch to the interior décor, materials and finishes and furniture choice.



There is also potential room for another specialist to operate from the practice to provide complementary services, such as another dentist or an ear, nose and throat specialist.

When it came to equipment selection, Dr Chan was strongly influenced by a colleague to look at A-dec. This was followed up with a visit to the A-dec showroom with equipment representative, James Wallace from Sydney A-dec dealer, Presidential and A-dec Territory Manager, Adam Rabone.

“I went to the A-dec showroom in Mascot to see what I wanted for my patients as they’re the ones sitting down, so I tried out the chairs to see which one I would be happy with in their shoes and the A-dec 400 with sewn upholstery stood out for value and features.

“As a patient, I always want to rinse and I want my patients to have a good experience, so I opted for a cuspidor and also installed a ceiling mounted monitor so I can turn the TV on and keep their mind off things.”

There is also a multi LED A-dec operatory light that gives a soft even spread of daylight-balanced light without shadowing that reduces eyestrain and assists with diagnosis and shade matching.

The homework before deciding on equipment appears to have paid off for both patients and staff, according to Dr Chan.

“Some of my colleagues asked me why I was buying brand new, but I wanted reliable equipment with a long warranty and to give my patients a good experience from the get-go. That’s how to attract and keep patients.



Summary

The Practice

The Practice	Capstone Dental
The Principals	Dr Ken Chan
Practice Type	General
Location	Seven Hills, Sydney, New South Wales
Size	182 square metres
No of chairs	1 + 4

The Team

Design Company	Commodore Dental & Medical Fitouts
Construction & Joinery	Commodore Dental & Medical Fitout
Project Manager	Craig Exley
Installer	Presidential

Equipment

Dental Units	A-dec 400 with A-dec 300 traditional delivery system
Sterilisation	Melag Vacuklav 23B+
X-Ray	EZ Ray
OPG	Vatech PCH-2500
Compressor	Cattani AC200
Suction	Cattani Turbo Smart
Software	Pratika

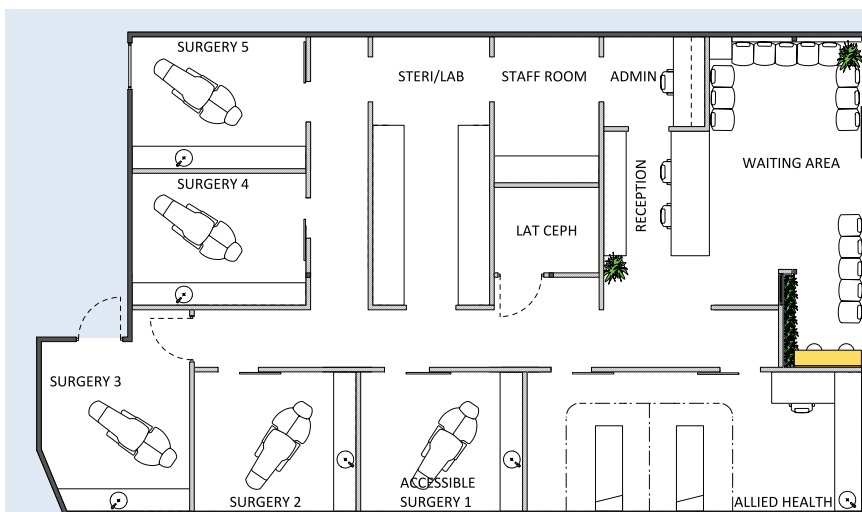
“Heaps of patients say they like the comfy patient chair, so that is a plus. I also wanted my dental assistants to be happy, so I bought an A-dec 500 assistant’s stool and dentist’s chair. It’s a long day working 8-10 hours, so we need to look after our bodies.”

The A-dec 500 dental stool provides a new level of support with different “performance zones” on the chair cushion which provides the necessary posture support and comfort, without restricting blood flow to the legs.

It supports the lower back and the seat base can be tilted slightly forward to distribute weight to the operator’s feet. This relieves lower lumbar strain and allows the body to maintain a healthy posture while seated.

Similarly, the assistant’s stool features a curved torso report which takes pressure off the back and a high foot rest which allows an “active” seated position with the body partly supported by the thighs which is designed to avoid slouching and postural problems.

All-in-all, Dr Chan is happy with the entire build process and has already been rewarded with a rapidly building patient list, most of whom are walk-ins to the new practice.





Natural light provides superior experience

By David Petrikas

A clever layout, which results in a light and airy space, has enhanced the workflow and provided a superior patient experience in a Sydney orthodontic practice.

Well-known specialist orthodontist, Dr Matthew Foo of Pymble Orthodontics, commissioned experienced surgery designer, Andrew Mulroe of Dental Fitout Projects, to expand an existing practice to include additional patient chairs and a completely revamped reception area and staff amenities.

Dental Fitout Projects has an enviable reputation of outstanding customer service, working with the customer from the beginning to the end of the project and beyond.

Company MD, Andrew Mulroe, personally took on the project management for what was a challenging job, requiring huge attention to detail as evidenced by 82 pages of construction plans. Seasoned designer, Meow Lim, oversaw the design and consulted closely with Dr Foo's wife, Dr Samantha Lai Sing, on colours and finishes.

The revamp - much of it conducted over the Christmas period - involved stripping out the entire space from slab to slab and removing the ceiling of the underlying tenancy to run services and an entirely redesigned zoned air conditioning system.

The updated practice has five modern patient chairs - three in a light-filled semi-open plan treatment room, plus two private treatment rooms linked by a private consult office in between.

This arrangement supports an efficient turnover of patients - typically in for routine checks and adjustments - and privacy for adult patients, new patients or those with special needs.

Each of the individual treatment "cubicles" in the open plan surgery has a brightly upholstered bench to allow parents to sit in on procedures and is separated from the others by waist height storage cabinets topped with frosted glass panels.

Thoughtful touches are everywhere, such as individual sinks and mirrors opposite each cubicle that allow patients to freshen up and check on their braces, while large mirrors and striking artworks in the main hallway add additional brightness to the practice.



A striking feature of Pymble Orthodontics is the ambience throughout, not only the main 3-chair treatment room which faces north and has blinds to regulate light on sunny days, but also the southern and eastern aspects which all benefit from natural light coming in from the full height glazing.

The use of vivid white walls helps reflect light throughout. The ambience is fresh and clean while not being overly clinical as is often the case with white walls thanks to the earthy timber flooring, strategic placement of artworks and other designer touches.

White is also used to good effect in the U-shaped sterilisation room on both walls and cabinetry; colour-coded green and red strip lighting highlight clean and contaminated areas.

The sterilisation room is large enough to accommodate two W&H Lisa sterilisers, separate “clean” and “dirty” sinks and a massive tray inventory including two banks of pass-through shelving allowing trays to be retrieved from the outside hallway without entering the sterilising area.

Dotted discretely behind frosted glass doors are private offices and storage rooms and a dedicated OPG/Ceph/CBCT room that is conveniently close to the 3-chair treatment room.

While the end result is virtually flawless and benefited from a very large space which presented a blank canvas, the build had its challenges including managing around the location of existing windows, concrete columns and stairwells in the multi-storey building. This required some clever manoeuvring including a kinked main hallway and other adjustments to individual rooms.





A space underneath an internal stairwell, which was used as a children's play nook, is now part of a private internal office and storage area. In turn, the new waiting room next to the new reception desk is now a large curved area with individual seating, which extends around a corner to a new children's play area with infants' furniture and toys.

Patient facilities incorporate a modern kitchenette with Billi hot water tap, sink and marble pattern splashback, large TV and built-in magazine racks. The area was designed to feel like an airport club with a casual, relaxed lounge feel.

The reception desk is a statement piece with a curved marble front desk designed to follow the curvature of the building, with built-in up-lighting for dramatic effect. Next to it is a colourful fish tank full of goldfish and aquatic plants. The waiting room doubles as a seminar area which can hold 30 to 40 people.

Staff have also benefitted from a spacious private kitchen and locker room, complete with coffee machine, wall oven, dishwasher and microwave located close to reception.

Of course, no practice would be complete without the latest dental equipment aimed at efficiency and patient comfort.

Dr Foo chose A-dec for its known reliability and the ability to customise the chair components to his specific requirements.

His A-dec 400 patient chairs are equipped with over-the-patient delivery systems with high speed and low speed handpieces and a micro etcher to assist with banding.

Dr Foo chose a powerful A-dec EA53 electric micromotor, which has much more torque and consistent speed delivery compared to an air turbine. He also uses the electric motor for prophylaxis and inter-proximal reduction with an IPR instrument kit as the quiet operation and torque produces more consistent results.



Summary

The Practice

The Practice	Pymble Orthodontics
The Principals	Dr Matthew Foo
Practice Type	Specialist orthodontic
Location	Pymble, Sydney, New South Wales
Size	221 square metres
No of chairs	5

The Team

Colour & Design	Meow Lim
Construction & Joinery	Dental Fitout Projects
Project Manager	Andrew Mulroe
Installer	Presidential

Equipment

Dental Units	A-dec 400
Sterilisation	W&H Lisa VA
CBCT	Vatech
Compressor	Cattani K300
Suction	Cattani TurboSmart
Software	Dolphin

He also finds the new A-dec 400 model chair perfect for orthodontic work as it features a fast chair recline action, allowing a faster patient turnaround especially for quick procedures like check-ups and band adjustments.

It is also supremely comfortable and stylish, which is good for the patient and helps enhance patient perceptions of the practice. "The patients love the chair cushions and comment on the comfort," Dr Foo said.

He also uses A-dec's award winning LED operatory light which features daylight-balanced light intensity, which is important in complementing the natural daylight in his treatment rooms.

"It's a great light as I can adjust the intensity and the 'cure safe' function is great as it gives me more time to work when doing band ups. Unlike halogen, the LED has no heat and has a great spread of light. It's fantastic."

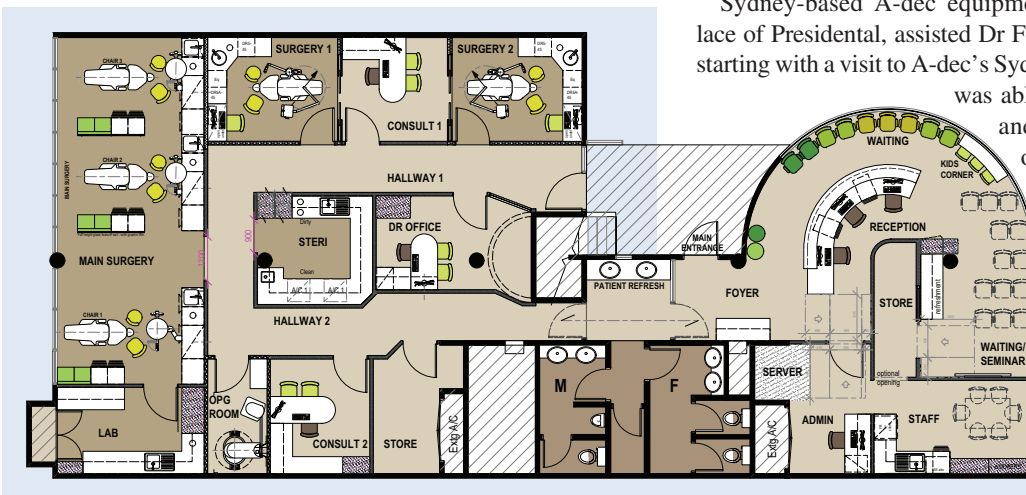
Another consideration in the choice of chair model was the easy left- to right-handed capability of the A-dec 400 chair that has proved useful as he has a left-handed hygienist who operates between two of his private treatment rooms.

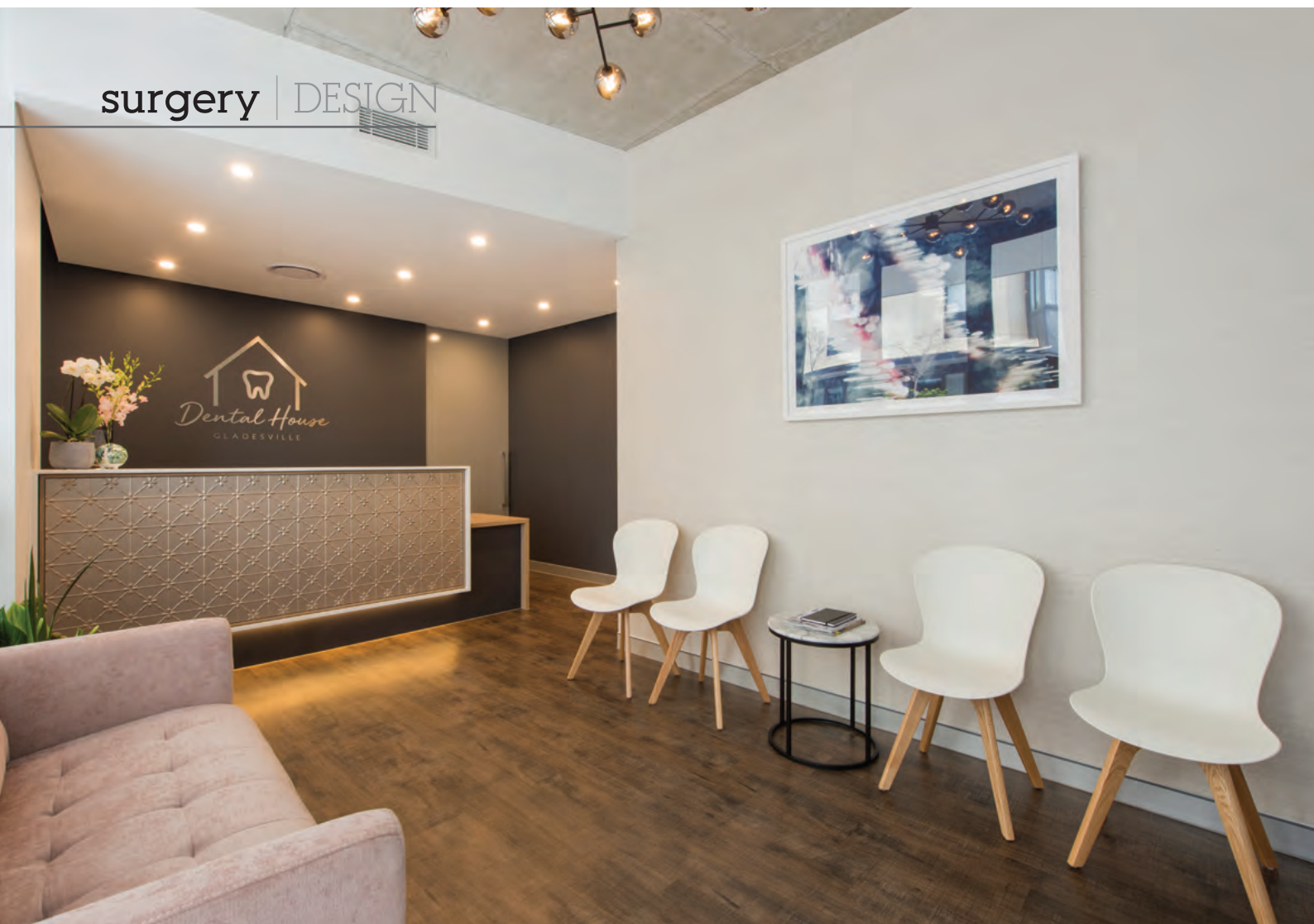
Dr Foo and his clinical staff have also been catered for with the latest "A-dec 500" dentists' and assistants' stools, providing superior all-day posture support and comfort.

Sydney-based A-dec equipment representative, James Wallace of Presidential, assisted Dr Foo with his equipment selection, starting with a visit to A-dec's Sydney showroom in Mascot. James

was able to point out the suitable chair and delivery system options for orthodontic work together with handpiece and lighting options.

Presidential, which has both sales representatives and service technicians located in Sydney, also worked closely with the builder to assist in the optimum location of services and trouble-free installation of the dental equipment as well as providing staff training.





Dental House the culmination of a dream

By Joseph Allbeury

Dental House in the Sydney suburb of Gladesville is celebrating its first Christmas in 2018 and partners Dr Amy Dempster, Dr Kate Aitken and Kylie Aitken couldn't be happier. Opening in April, the brand-new practice is the culmination of a dream long held by the two dentists which was crystallised in collaboration with Kate's sister-in-law, Kylie.

"Amy and I both went through dental school together and we were both in the Air Force," Dr Aitken said. "We'd always had grand plans for opening our own practice, but we just never seemed to get ourselves organised to make it happen."

"Then we were joking one day that we needed my sister-in-law, Kylie, in our lives to organize us and next day, Kylie said, 'Let's do it!' And it went from there. Amy and I have both always been more interested in dentistry than business, so it suddenly made perfect sense. Kylie's from an accounting background and ran her family business for many years and that had just been sold, so she was sort of in limbo while deciding which way to take her career."

"After that, we then started looking around seriously for premises. We all live locally around Gladesville and our kids go to schools locally, so it made sense to set up our own practice around here too. We wanted to be able to work and have the flexibility around school times, as well as being involved in our own community."

Kate and Amy had looked at setting up a few years back in Frenchs Forest, in Sydney's north, but the timing just wasn't right. During that process, however, they connected with specialist surgery design and construction company, Perfect Practice. For round two, they approached the company once again to help with finding the right location.

"We looked at a lot of properties and Perfect Practice were invaluable in that process," Dr Aitken said. "Dean Arnot came to several properties with us. He drew up plans at a couple of the more ideal locations to see how they would work and it was a great help."

"We eventually found a tenancy in a new building just off busy Victoria Road that ticked all the boxes."



“It’s got parking. It’s got good facilities and there’s a courtyard out the front that acts as a buffer to the main road. That was important for us as we knew we would be treating a lot of kids and families.”

Perfect Practice then began working with the trio to finalise every aspect of the design of the new venture.

“Once we signed the lease and agreed to sign on with Perfect Practice, it all happened pretty fast,” Dr Aitken said.

“We went out to their offices and we’re given a project manager. He basically ran through how the whole process would work.





“Within the first month, we needed to lock down the design if we wanted to meet our self-imposed deadline to open in April. Perfect Practice were able to include pretty much everything we wanted in the relatively small space. We would’ve liked our own bathroom facilities, but that was the only thing we had to give up in the end. There are bathrooms as part of the complex, so it would have been a luxury having our own at any rate. Otherwise, we have three surgeries, a steri area and lab, a staff room, reception and waiting area and an area for kids to play. We also have an OPG and that room’s large enough to upgrade to a CBCT in the future.

“The entire process went smoothly and like clockwork. Perfect Practice just took the stress away. You hear horror stories about things going wrong in design and we wanted to avoid that at all costs.

“We all went to the meetings with a good idea of the colour scheme we wanted, classic and timeless with a warm and welcoming feel. It all came together quite quickly when we got to look at the colour boards with the designer at Perfect Practice and we are delighted with the finished product.

“A good friend of mine had helped us do a branding document for the practice which we also sent to Perfect Practice before the first design meeting and that made it easier for them to then pick out the sorts of things that we liked.

“By January, we had everything signed off and Perfect Practice commenced the 12-week build. We all took one last holiday and left it to the site manager to make it happen.”

Come April, the practice was ready.



Summary

The Practice

The Practice	Dental House Gladesville
The Principal	Dr Kate Aitken, Dr Amy Dempster and Kylie Aitken
Practice Type	General
Location	Gladesville, Sydney, New South Wales
Size	89 square metres
No of chairs	2 + 1

The Team

Design Company	Perfect Practice
Senior Designer	Owners and Azhar Khan, Perfect Practice
Construction & Joinery	Perfect Practice
Project Manager	Craig Cullen, Perfect Practice
Installer	Presidential

Equipment

Dental Units	A-dec 500
Sterilisation	W&H Lisa VA Steriliser with W&H LisaSafe Label Printer W&H Assistina Twin maintenance unit
X-Ray	KaVo Focus
OPG	Soredex Cranex
Compressor	Cattani KAC300
Suction	Cattani C1A0000 Turbo Smart A Cube with Hydrocylone
Software	EXACT

“Perfect Practice finished the day before our deadline and the budget never changed. They took all the stress away and delivered exactly what we wanted. If there are every any issues, they’re back immediately to fix them.”

Dr Aitken said they then went about organising the equipment installation.

“We worked with A-dec dealer Presidential for the majority of the equipment,” she said.

“Amy and I’ve worked with A-dec chairs for a long time. The military have

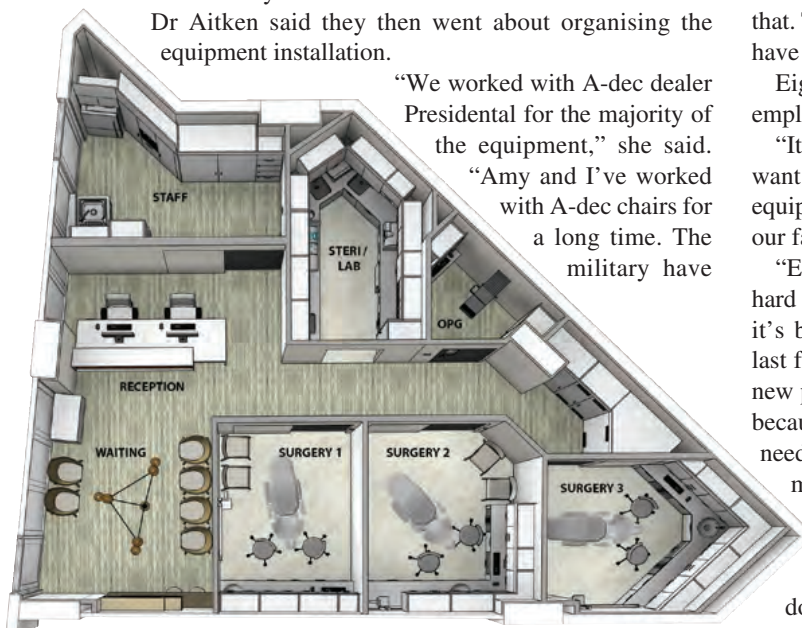
always used them and we know they’re a great workhorse. We used them at the other practice we were in too. We were limited to a few brands anyway because Amy’s left handed, so we needed an ambidextrous chair and there’s only a few brands that offer that. The A-dec units also have quite a small footprint as we don’t have a lot of space.”

Eight months on, the practice is open six days a week and is employing a third dentist part time.

“It’s just so nice to walk in and everything looks the way you want it to look and doesn’t feel too clinical,” Dr Aitken said. “The equipment is new and state-of-the-art and we get to work with all our favourite materials.

“Everyone tells us we’re doing great for a new practice. It’s hard to go from having a full book to starting from scratch, but it’s building all the time. We’ve actually been quite busy the last few months. We’ve had months where we’ve had a hundred new patients. You think that everyone will immediately find you because you’re open in the area, but people don’t immediately need a dental appointment. So it’s nice that we’re getting word of mouth referrals from new patients and we’ve had old patients finding us too. We’ve now come up to our recalls so we’re not just relying on new patients any more.

“The best part, though, is that Amy and I get to focus on doing dentistry and Kylie takes care of the rest.”





The Happy Tooth puts patients first

By David Petrikas

With its bright colours and distinctive mural, “The Happy Tooth” (a dental clinic, not a restaurant) at Kurri Kurri is hard to miss.

And that’s just the outside!

The Happy Tooth is a significant asset to Kurri Kurri. The growth in patient numbers since opening is ample proof of its acceptance by the local community.

One of a group of four Happy Tooth clinics, the Kurri Kurri clinic was established by the Ward family, including local identity, Ralph Ward (a lawyer and former research engineer) and is operated by a team including Ralph’s son and daughter, Dr David Ward and Dr Alexys Ward,

who are both dentists. Their aim was to contribute to their local community, continue to live and work in their local region and fill an unmet gap at Kurri Kurri for local general dental and specialist dental services.

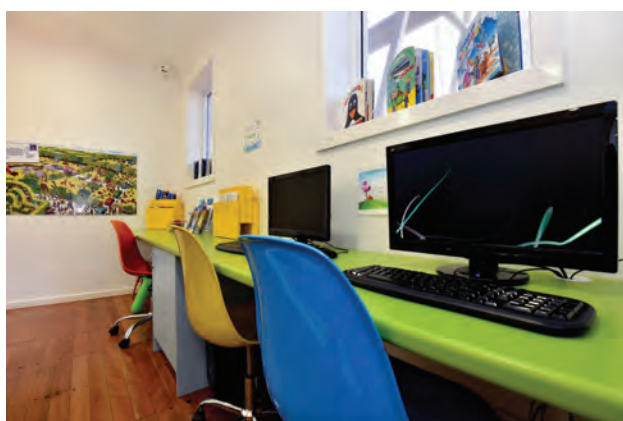
Being one of the smaller communities in the New South Wales Hunter Region with a population just less than 6000 people, Kurri Kurri does not enjoy the same level of medical services as larger towns such as Cessnock, Muswellbrook or cities like Maitland and Newcastle.

As a family dental practice, The Happy Tooth is indeed a happy place for patients and staff alike, thanks to the thought given to the patient experience and the facilities on offer.

Kurri Kurri is known as the “Town of Murals” with murals on many of the town’s buildings providing a pictorial history of the Hunter region. The Happy Tooth has its own mural on the front façade of the building. It seemed only natural therefore to extend the theme in to each of the three treatment rooms.

The surgeries are all individually colour-themed and it is a thrill for the young patients to see what colour chair and what interesting wall art awaits them when they go in for their check-ups and treatment.

According to Ralph Ward, the idea is to relax patients and to provide an attraction for younger children to look forward to coming to the dentist.



The waiting room area has a dedicated nursery nook and glassed in space with personal computers with access to games and family-friendly websites - all within view of parents in the sun-filled adjacent waiting room.

The strategy has already paid off with patients arriving early for their treatments in the hope of getting in a bit of gaming time before seeing the dentist. In turn, the dentists run to a strict schedule to ensure patients are not kept waiting for treatment.

The Kurri Kurri clinic is offering a broad range of services including orthodontics, intravenous sedation to support oral surgery and more complex extractions together with crown and bridge, endo and implants.

The practice has a private consultation room and a recovery room that can be monitored by staff throughout the building and a security system with 24 x 7 remote monitoring.

When it came to establishing the practice, the Ward family worked together with local A-dec dealer, Presidential, to completely revamp the original building to accommodate the new clinical requirements and allow ample room for both patients and staff.

Presidential has been involved in the development of all four Happy Tooth clinics, providing initial consulting advice during planning in addition to supplying and maintaining the dental equipment at each site on a programmed maintenance schedule.



The Kurri Kurri clinic was shaped by lessons learnt in the three sister practices at Muswellbrook, Singleton and Cessnock with principal dentists, David and Alexys Ward and the group manager, Megan Budd, all providing input, resulting in a modified and updated layout to best suit patient and staff needs.

The Kurri Kurri clinic is virtually a “building within a building” with a completely revised floor plan from its previous commercial use to provide ample space and the efficiencies required in a busy dental clinic, plus comfort and privacy for both patients and staff.

In addition to wide hallways providing central access to the treatment rooms and steri room, it has a staff amenities area at the rear with separate access incorporating a spacious kitchen and recreation area, complete with table tennis table and data projector for staff training.

The practice has a strong emphasis on staff skills development, with each of the dental assistants completing their Certificate III or IV training and holding radiography certificates enabling them to work in assisting, X-ray, sterilisation and reception as required.

The dental team is similarly highly qualified and in addition to general dentistry, The Happy Tooth has a dental prosthetist, dentists skilled in implantology and oral surgery and another dentist completing orthodontics training.

Scott Donoghoe of Presidential in Warners Bay, near Newcastle, provided guidance on the most appropriate equipment options to suit the particular requirements of the practice.

Being located in a small regional town, reliability, durability and patient comfort were key considerations, together with ergonomics, use of the equipment by left and right-handed operators and the ability to support four-handed dentistry.



Summary

The Practice

The Practice	The Happy Tooth Kurri Kurri
Principal	Dr David Ward and Dr Alexys Ward
Practice Type	General
Location	Kurri Kurri, New South Wales
Size	280 square metres
No of chairs	3 + 3

The Team

Design	Presidential and Ralph Ward
Construction	Anambah Constructions
Project Manager	Ralph Ward & Paul Thomas, Construction Supervisor, Anambah Constructions
Installer	Presidential, Warners Bay NSW

Equipment

Dental Units	A-dec 500 with cuspidor
Sterilisation	W&H Lisa Fully Automatic W&H Assistina 301 Plus
X-ray	Planmeca Pro X
OPG	Planmeca ProMAX
Compressor	Cattani K300
Suction	Cattani Turbo Smart C2
Software	Dental4windows, Planmeca Promaxis

The decision was made to install A-dec 500 dental units with a cuspidor and a self-contained dental unit water system incorporating twin water bottles to enable the chair to operate continuously all day without refilling the dental unit water lines.

The brightly coloured A-dec upholstery fits perfectly with the bold colour schemes in each surgery featuring pink, yellow, green and blue chairs and matching wall murals. Flamingos, Minions and banana trees, surf scenes and Newcastle Harbour all feature in the wall murals in the surgeries.

An added highlight is the use of coloured droplets added to the patient cups, which turns the water pink during cup refill (A more sedately decorated room is used for adult treatments).

The treatment rooms are also fitted with the latest A-dec LED operatory lighting which provides bright “daylight balanced” light without harsh shadows to avoid eye-strain and assist with clinical diagnosis and shade matching.

The large U shaped sterilisation room is equipped with a Lisa automatic steriliser and Assistina handpiece maintenance unit for speedy and efficient cleaning and maintenance of the quality LED equipped European W&H handpieces. A large Cattani K-300 compressor provides ample pressure to operate up to six chairs.

Another thoughtful touch is the inclusion of return air ducts in each surgery so that room temperature and air quality is maintained with the solid door of the surgery closed which also helps reduce the transmission of sound.

The practice has X-ray units in each of the treatment rooms and a separate OPG room to enable full panoramic cone beam images to be acquired and processed quickly in-house.

All in all, The Happy Tooth is a great example of thoughtful design and practicality in an appealing package perfectly aligned with its target demographic.





The perfect home for The Good Dentist

By Joseph Allbeury

Dr Garreth McBride readily admits that calling his new practice The Good Dentist was a ballsy move. However, after working with a marketing consultant to help him stand out and with no desire to name his practice after the street it was on or the suburb it was in, the affable Irishman settled on a name he hopes patients will take as a tongue-in-cheek given.

And they have. The Good Dentist has been open on trendy Darby Street, Cooks Hill, in Newcastle, two hours north of Sydney, for just on a year and it's already a hit with locals.

"When I graduated as a dentist in Manchester, England, I worked in the NHS for six years and then decided it was time for a change, so my wife and I migrated to Australia," Dr McBride said. "I've been here five years now and for the past four, I was working in a corporate dental practice.

"Setting up my own practice was always on the agenda and if anything, it was the impersonal nature of the corporate sector that spurred me on to do it sooner rather than later. Work was becoming less enjoyable and more like a chore, so I decided the time was right.

"I was already living in Newcastle so it was a natural place to set up. Newcastle has everything - friendly people, great beaches and it's close enough to Sydney to visit often yet you can get across town in 5 minutes.

It's similar to Ballycastle in Ireland where I grew up, just a bigger version."

The Good Dentist is located in a shop-front on a busy street, giving it maximum exposure to passers by.

"Darby Street has always been our favourite street in Newcastle. It's close to the affluent suburbs and it's full of boutiques, bars, cafes and restaurants and always busy. I'd thought from day one that it would be great to have a practice here and after that, it was just a matter of when.

"As it happened, my mate owns the building we're now in. He was moving out to larger premises, so we snapped it up as a tenant."

After securing the perfect location, Dr McBride then went in search of a surgery design and construction company.



“When I was doing my due diligence to find a fit-out company, I had five different companies tender,” Dr McBride said. “The one that impressed me from the start was Perfect Practice. They were straight down the line with everything and I’d heard nothing but good reports from colleagues that had used their services. I was particularly impressed that they could give me a 3D rendering upfront of how the practice would look when complete. I really appreciated that. They were the most professional of the five companies and in the end, the choice was easy.”





Dr McBride's brief was to maximise the 99 square metre space and include two surgeries with the ability to add a third in the future.

"Perfect Practice met with us on site and ran me through their initial findings. After that, we entered into an agreement and spent 5 or 6 sessions in Sydney at their office going through everything in great detail.

"My objective was to have a functional space with a home-like feel to put patients at ease as soon as they walked in but still have a WOW factor.

"I would describe the dentistry I do as relaxed, friendly and built to last. I take time to find out who my patient and their family

are and build a rapport from there. Perfect Practice were able to reflect that in the design and I'm very happy with the result.

"I also really like the design because there's no dead space," he said. "Even after a year working here, nothing stands out like we should have done it differently. Perfect Practice listened to every single thing that I said and they matched my expectations every time. I wanted a wall garden, I got it. I wanted parquet flooring, I got it. Everything I wanted, they delivered. It was seamless from start to finish.

"I also felt so involved every step of the way. I went on site every day and I felt like I was part of the process. The whole project was very well thought out and very well executed.



Summary

The Practice

The Practice	The Good Dentist
Principal	Dr Garreth McBride
Practice Type	General
Location	Cooks Hill, Newcastle, New South Wales
Size	99 square metres
No of chairs	2 + 1

The Team

Design	Perfect Practice
Senior Designer	Azhar Khan
Construction & Joinery	Perfect Practice
Project Consultant	Peter Arnot
Installer	Presidential

Equipment

Dental Units	A-dec 500
Sterilisation	W&H Lisa Fully Automatic with LisaSafe printer and Assistina 301 Plus
X-ray	Soredex Minray with Digora Optime Deluxe PSP scanner
OPG	Soredex NovusE
Compressor	Cattani KAC300
Suction	Cattani TurboSmart A
Software	Dental4windows

“One of the advantages of using a company like Perfect Practice is that they really know the building code and the requirements for dentistry. We didn’t have to provide disabled access to the practice, for example, because we don’t own the building. That would have been an expensive exercise because there are several steps at the entrance. Two of the five companies that tendered said we needed it, but Perfect and two of the others said we didn’t because we didn’t own the building. That saved us a lot.”

Dr McBride chose A-dec 500 dental units for the practice and a W&H Lisa steriliser supplied by Presidential, who also installed the compressor and suction motor. Australian Imaging supplied the Soredex OPG and intraoral x-ray units.

“I finished at the old practice in November and I took three months off while the new practice was built to spend time with my wife before she gave birth to our daughter.

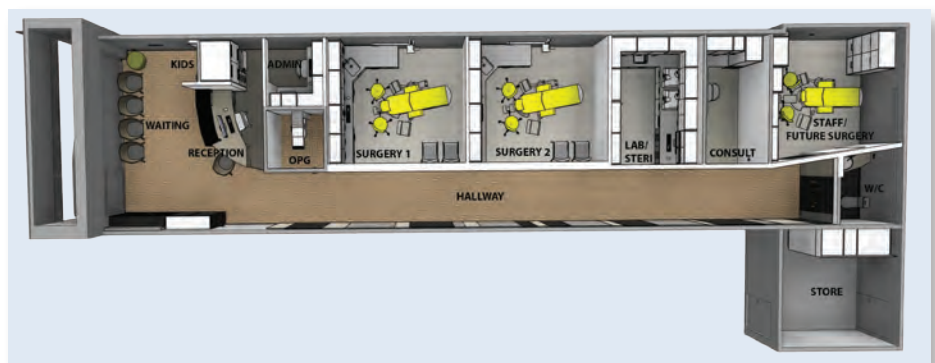
“Perfect Practice delivered the practice on time and on budget in early February and it was full-on once we opened. We worked with a marketing consultant and we did a big, personal push on social media, plus radio station HIT 106.9 to get patients through the door. We tracked everything. 9%

of new patients came from radio; 24% from Facebook; and 11% from Instagram. A massive 34% came from passing trade and the rest from word of mouth.

“We set an ambitious target of 1000 new patients in the first year and we hit it. We now just need to keep the momentum up. To celebrate our first year, from February to April, we’re running a competition to win unlimited dentistry for life.

“I’m 100% happy with the practice. If I had to do it again, I wouldn’t hesitate to use Perfect Practice and I recommend them to all of my colleagues. It was a great experience.

“My advice to anyone thinking about opening their own practice is to just do it. Don’t work for someone else and dream about what-if... get out and just do it.”



Testimonials

Choosing Presidential was easy. Made all the Easier with the superb customer service offered to me by James Wallace in my initial Interactions with Presidential. As an associate who's employer uses Presidential secrecy was of Paramount importance when setting up my Practice. Presidential went the extra mile for me from the start. Picking the A-dec 500 chair was a no brainer. All the equipment was Installed with precision and I knew I was in good hands when Scott Donoghoe did his final checks on the install. A real team focus allowed me to walk away with the results I desired and I continue to use Presidential for all my maintenance and servicing needs. First Class!!!

Dr Garreth McBride, Cooks Hill



Presidential was a no brainer to partner with, exceptional service & help is always just a phone call away.'

Dr Prashanth Dhanpal, Pymble

I would like to share my experience in dealing with Presidential for anyone that may be looking for an equipment provider/servicer. I consulted with numerous providers for my start up practice. James Wallace was a standout for me, as was the rest of the team at Presidential. I first met James at the showroom in Mascot – answering all questions I had and providing me with an honest review of any of the equipment that I was interested in. He went as far as to recommend me to another supplier if a better alternative equipment was available or if the same equipment was available at a better cost. I knew I was in good hands and decided to go with Presidential as my main equipment provider.

Come construction time for the fit out, I faced some major delays and hiccups with the builders. This is where Presidential stepped in. James was always available via phone and he comforted me through all the challenges that faced my way. Scott Donoghue, the Director and Neville Lynch, the Senior Technician, visited the site countless times to provide their guidance to get the fit out complete. There was no call out fees and they genuinely had the best interests for my concerns.

I'm really not sure if any other providers would have done this for me. However, I do know I'm fortunate to have decided to go with Presidential. I will always be grateful for their role in my start up. And to this day I have found no faults with their servicing or maintenance.

For anyone who may be starting up a practice or looking for a reliable equipment provider, I strongly recommend James and his team at Presidential.

Dr Max Kim, Lawson



A huge thank you to James and his team at Presidential assisting us in the purchase of our new A-dec 500 chair. The whole team have been professional throughout the process and we've been impressed with James level of genuine care and customer service. I recommend them to anyone looking for new dental equipment.

**Dr Henriette
Macri-etienne, Katoomba**



The entire team at Presidential have been fantastic! James has been a fantastic partner all the way from providing appropriate advice, organising Demos and the constant support even after the installation! I would recommend them for anyone looking for a new surgery setup or refreshing their current surgery like we did!

Dr Umisha Patel, Quakers Hill

Presidential have been incredible throughout the whole process. James Wallace was patient, informative and always available to take my calls and provide advice. No request was too much. The service team was also incredible. Scott and Nev came to site multiple times and assisted our building team every step of the way. The actual install was also seamless. Matt and the team were extremely helpful and went out of their way to provide the best service. So happy with the entire experience. I would recommend anyone looking for equipment to talk to Presidential!

Dr Divya Sriram, Nice Bite Orthodontics





Our surgery has been involved in many service companies over the years and Presidential has been the stand out from all the companies we have used before. The standard of service, prompt response and excellent sales service from James Wallace is unprecedented. Thanks to Tony and all the guys at Presidential!

Dr Jason Pireh, Kellyville

Great company with a great range of products. James Wallace, Scott Donoghue and the guys at Presidential are simply fantastic to deal with and are genuinely concerned with attending to the client's needs. Highly Recommend

Dr Mohammad Ali, Kirrawee



As a long term client, we are extremely happy with Tony's customer service and professionalism. We are confident that he has our practice's best interest at heart, given that he has been incredibly helpful, informative and has always been willing to go above-and-beyond to assist our practice with any inquiry. He takes time to follow up on all matters and provides us with excellent support and care.

The whole team at Presidential are awesome and never ceases to amaze us. James always makes time to see us, he has been looking after us for years and Therese is very pleasant to deal with on the phone.

We highly recommend Presidential.

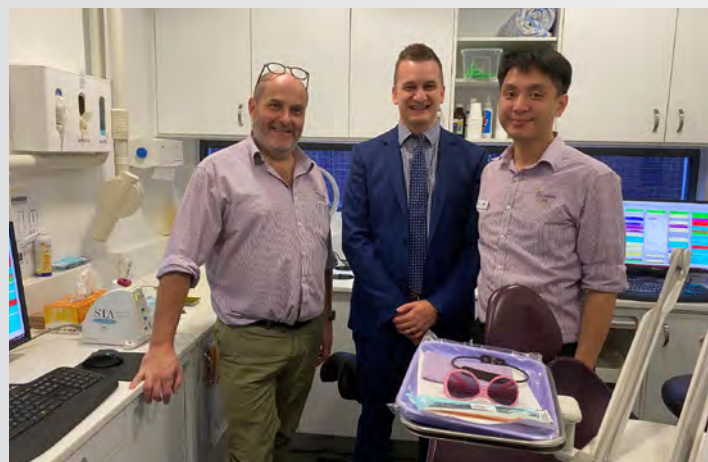
Dr Sam Gidaro, Burwood



James and the staff of Presidential (Scott, Neville, Simon and Tony) were fantastic and very helpful in providing installation of all the equipment and assisting in all my queries. I'm happy to recommend James and his team to anyone.

Thank you James and Presidential team for your wonderful job.

Dr Kala Siva, West Homebush



Thank-you to the team at Presidential and in particular James. Our surgery, Centennial Smiles recently purchased two ADEC 500 chairs and we could not be more pleased with the service and "can do attitude". Presidential made the install very easy and with very little impact on service to patients. I recommend them to anyone looking for new dental equipment.

Dr Andrew Dunn-King, Randwick

A HUGE thanks to the Presidential team who helped us with our new surgery setup. James, Tony, Adrian and Corey were amazing and provided us with outstanding support and customer service. We highly recommend Presidential to anyone looking for top quality products and service.

Dr Maher Gemain, Wentworth Point



Very friendly and efficient staff with great reliability. We had a great experience with James and service staff and we will definitely continue to use this company for years to come.

Dr Joseph Lattouf, Padstow



Adec's attention to detail and comfort from both a patient's perspective and the Dentist/Dental Assistant's perspective has been amazing. Before purchase, I visited the Adec showroom to look at and try the equipment with James from Presidential. He was really helpful and informed me of the different features of the dental chairs in the Adec range. When it came to selecting Dentist and Dental Assistant stools, I really wanted to look after myself and my dental assistants for the long term.

I can easily say that the Adec 500 Dentist and Dental Assistant stools have been the most comfortable stools I've used and sat on. I actually look forward to sitting down in my Dentist stool knowing that it's comfortable, well cushioned and supportive of my back.

All in all, I choose products and services that I find to be affordable, and of good quality and service so that I will want to return again and again. My experience with the Adec 400 dental chairs and Adec 500 Dentist/Dental Assistant stools have been excellent. Presidential came out and looked after the equipment installation and set up really well. Thank you to James and the team at Presidential!

Dr Kenneth Chan, Seven Hills

Our fit out process went very smoothly and we found all the employees to be kind, helpful and professional. Any time we needed to ask a question or make minor changes, someone was always available.

Dr Teck Tang, Blacktown



I can't recommend Presidential highly enough! From start to finish the process was seamless. Great ongoing support and service. Thank you to James and all the Presidential crew!

Dr Tim Clipsham, Kirrawee

We opened up our first dental practice last week and it seemed near impossible until we found James from Presidential. He helped us to choose the right products and the best prices on the market. James was always there for us to help out with any problems we had. Thank you James and thank you Presidential.

Feras Mafoud, Bass Hill



I have been working with James Wallace, Presidential and A-dec for a number of years. James is always quick to get back to me, provides fantastic pricing and stays in regular contact. Presidential's service is always fantastic - from install to maintenance. My A-dec 500 chairs are completely reliable and provide outstanding comfort for my patients. If you are looking for new equipment contact James and he will look after you!

Dr Mehdi Rahimi, Chatswood

Choosing the right dental chair and service provider is extremely important to myself and our practice. We spent many months exploring different options until we came across James Wallace from Presidential. James was extremely professional throughout the sales process. He was incredibly patient with us and gave us in depth information about the different A-dec chairs. The final price was very competitive and James always provided us with specials. In the end we chose the A-dec 400 and couldn't be happier. The install was quick and effortless. Each Technician was very competent, polite and knowledgeable. Overall we are very happy we chose Presidential and A-dec. Thanks again to James and all the team at Presidential!

Dr Aggie Sun, Pyrmont





It has been almost 6 months since we started working back at our renovated practice at Castle Hill. I would like to thank James and the team at Presidential for all their assistance with this smooth transition.

From the very first meeting at the A-dec Showroom with James, the appointment was made efficiently and the meeting was very informative which made our decision easy as to which one of the A-dec chairs would suit us. James was always contactable and extremely helpful. The quote was given timely and clearly listed and itemised - there wasn't any confusion.

Then comes the installation, the service team was very friendly and helpful. We haven't had any problems since our A-dec chair and 2 autoclaves were installed. The service team explained clearly to the staff regarding chair setup, chair and autoclave usage and ongoing maintenance.

I remember there was a slight issue with the x-ray unit when it was first installed. We contacted the office and they booked the Technician for us on the phone straight away. The Technician then came and fixed the problem without any delay. We haven't had any problems since.

We have had a great experience with Presidential and the A-dec team and most grateful for their ongoing support and assistance.

**Dr Katienka Hu & Dr Gokani Jayant,
Castle Hill**

I would like to say a massive thank you to James Wallace for the amazing customer service we received throughout our journey of fitting our new clinic. James was genuinely interested in providing us with the best equipment for our needs. He was always on time for our appointments and called me regularly to make sure I was happy with the service.

James always goes above and beyond to make sure his customers get the products they need at the best price possible. I would highly rate James and the team at Presidential.

Dr Anita Kouba, Ashfield





I've been using Presidential as my equipment supplier and support for probably 10 years now.

Presidential is a company with a good depth of support, especially when there are urgent problems.

So I can recommend them as a straight forward supplier and servicer who has the depth and desire to help in that emergency situation. For example, receiving a phone call back on a weekend to tell you there will be a guy there 1st thing Monday morning makes a lot of difference to your sleep that weekend!

Dr Gus Jones, Narrabeen

Thank you James Wallace and Presidential for fitting out our new A-dec 500 dental chair and all the equipment needed for starting up our new practice.

Especially James, who was always there to answer all our complex questions and did everything on time and as quickly as possible with efficiency and professionalism.

We strongly recommend James Wallace and the team @ Presidential for their exceptional support and service.

Dr. Mohan & Dr. Geetha Mohanathas, Toongabbie



Presidential has been supplying and maintaining our dental surgeries for over 25 years.

As Dentists, we are in the care industry. Good equipment is paramount in delivering quality care. Our service is dependent on a good system and having Presidential looking after our interest in terms of dental equipment means that the delivery of good practice can be realised.

Dr Kent Driver, Belmont

The team at Presidential have been absolutely wonderful. From the beginning James Wallace helped us with competitive prices but it didn't stop there. He organised all the movement from our old premises to the new. He was in contact with the builder to co-ordinate site details and timing. He even went out of his way to organise the reupholstering of our existing chairs.

He always picked up his phone, even for after hour discussions.

The technicians (Scott, Tony, Simon, Corey and Nev) were all friendly, highly approachable and very knowledgeable.

They made the technical part of the move completely stress free.

Dr Claire Kim, Strathfield



I have fitted out my new practice with Presidential because they have a service-first culture rather than just an immediate sale focus. Every time I needed something checked or tended to they were on site very quickly and resolved any issues with efficiency and professionalism. I am confident that they will keep my down time to a minimum which is extremely important to me as I am a solo practitioner. Their sales team and technical support have been fantastic, professional, and easy to reach. I would highly recommend Presidential to fit out and service any practice.

Dr Daniel Kim, Taree



Now entering my 40th year in private practice I have owned many dental units. Of these 8 were A-dec units. Dependable, reliable, along with ease of use. There are many upmarket dental units available but I have come to love the no nonsense approach of A-dec's design.

Presidential has assisted me in the purchase of my latest A-dec unit and equipment. I have been most impressed with their customer service but more importantly their after sales service. I can honestly say their service has been first class and it has been such a pleasure to have the Presidential team servicing our equipment. This kind of service takes much of the worry out of running a busy dental practice where your dental team cannot afford to have down time because of technical issues.

Technical services response is fast along with their easy to book online callout. Presidential certainly stands out as the best team in the field!

Dr Henry Moy, Wadalba

Your company is so professional and thorough. We are so pleased to have moved to Presidential. Thank you for everything so far.

Elsa Dechert, Crows Nest



My experience with Presidential was absolutely great! I highly recommend Presidential to anyone who is looking for top-notch quality service and products. We are a two year old dental clinic and had started with a few basic dental chairs purely due to the costs. However we were always impressed with A-dec dental chairs due to their supreme build quality and having worked with them in the last ten years. Since we have grown as a business, it was time to match up our great service with great dental chairs. Having dealt with Presidential in the past, it was a no brainer that we contacted them for a quote on brand new A-dec 300 chairs for our surgeries. Luke Williams from their office was very prompt to respond to all our questions and the quote he gave us was very competitive. With them being local and the fact that we had previously had a positive with repairs and servicing with Presidential it took us no time to go ahead with the deal. The whole process of installation was so smooth and they were able to work in around the times when the surgery was shut for patients during the staff holiday break, and they even finished the whole job well before the estimated time. The technicians also moved my old chairs to another location as discussed earlier with no fuss. The best part about dealing with a professional company like them is that they visited us twice after installation to ensure everything was working fine and fixed the minor teething issues. Really their technicians are such great people to deal with, every single one of them. Since the time we have had the new chairs, not only our work efficiency has increased, it has also made our life easier by not worrying about day to day technical issues with the chairs. No wonder we won the Best Health improvement Services Award in the 2019 Hunter local business awards. We cannot recommend Presidential highly enough.

Dr Nisheeth Agrawal



Morrin dental has been using Presidential for our Equipment and Maintenance needs from Day one. They have been a strategic partner who has helped us develop new services through technology which have grown the practice both physically and the team as a whole.

They have a wide range of high quality equipment with a knowledgeable sales team, seamless installation with minimal disruption, as well as efficient and responsive after sales service.

I would have no hesitation in recommending Presidential to colleagues and look forward to continuing the relationship into the future.

Dr Mark Morrin Dental, Newcastle



As a new customer to Presidential, we received great service in setting up our new surgery. James Wallace assisted us in choosing the right equipment and offered a fantastic expeditious and cost effective service from sales throughout installation and handover.

The Technicians and installation team were also brilliant, no drama at all. Received complementary loan upholstery as well while the actual order arrives.

Would greatly recommend Presidential to any dental practice.

Shahin Zelli, Kellyville

Great service from Luke. Always easy to deal with.

Raj De Silva, Charlestown (Lake Macquarie)





I have been most impressed with Presidential's customer service, but more importantly their after-sale service!

Now entering my 40th year in private practice I look back with nostalgia at all the wonderful changes that have taken place in my profession. Some for the better, others not so.

Like the many cars I have owned. I have also had many dental chairs, of these 8 were A-dec units. These have been the work horses of my dental practices. Dependable, reliable, along with ease of use.

Luke from Presidential has assisted me in the purchase of my latest A-dec 500 units and the steri, imaging and plant equipment as well.

I have been most impressed with the customer service, but more importantly the after-sales service. I can honestly say that this has been first class and that is a pleasure to have the Presidential Team servicing our equipment as it takes much of the worry out of running a busy Dental Practice where your dental team cannot afford to have down time because of technical issues.

Henry Moy, Wadalba (Central Coast)

I bought my Adec chairs through them, They were very helpful and have good technicians who can help when you are fitting out a surgery. Presidential technicians guided me with plumbing and surgery layout for the best outcome. I highly recommend them and happy to work with them in the future.

Priya Shan, Dubbo (Central West)



Big thanks to Mike and the boys for their hard work and prompt servicing of our equipment 🙌

The Happy Tooth, Muswellbrook (Upper Hunter)