

Luxury in Lawrenceville

Midway between Philadelphia and New York sits the small town of Lawrenceville, New Jersey, a historic community in the center of the bustling Eastern corridor. Though small, Lawrenceville draws upon the surrounding communities of Trenton and Princeton, both under 10 miles away, as well as the constant East Coast traffic to support a successful business environment and a comfortable, “down-home” way of life. It’s in Lawrenceville that Dr. David Schor has practiced superior dentistry for almost 30 years, and it’s here that he built his dream practice, Imagine Advanced Dental Arts.



Pictured: Dr. Schor in his private office at Imagine Advanced Dental Arts.



Small move, big makeover

Dr. Schor had learned over the years that if you move your practice even one mile, you might as well move 10. Not wanting to lose his patients, he wanted to stay as close as possible to his existing location. Luckily, he found just the right space directly across the street – the first floor of a building that previously served as a walk-in medical center.

At nearly 5,000 square feet, the space offered plenty of room for the 10 operatories Dr. Schor planned, but it came with one unique challenge. “The biggest problem we had was the elevator maintenance room that interferes with the space. The hydraulics create a terrible noise whenever the elevator moves and I thought ‘How am I going to practice with this racket?’” Fortunately, he had a crack team of experts to help.

Above left: Patients are greeted by a 325-gallon saltwater reef tank.

A man on a mission

By all accounts, Dr. Schor is a man uniquely dedicated to his craft. He is a Fellow of the American Academy of General Dentistry and the chairman of the Mercer Dental Society Peer Review Board. He is also a member of the American Academy of Cosmetic Dentistry and has spent his nearly 30 years in practice diligently pursuing advanced training and education in order to enhance his skills.

Given his commitment to quality dentistry, it’s no surprise that Dr. Schor found himself in the enviable position of having too many patients and too little space. Growing somewhat beleaguered by insurance companies and general dentistry, on top of the growing needs of his expanding patient base, the doctor dreamed of revitalizing himself and his practice with a new perspective. He imagined a luxurious new practice focusing on cosmetic dentistry with a fee-for-service model. He imagined an advanced, artistic practice, and he called on Patterson to help.





Left and center: Imagine's showcase Triangle Steri-Center complete with Miele Thermal Disinfector.

Above right: Operatories are private yet accessible for patient comfort and efficient traffic flow.

Ingenuity defines the image

While Designer Sherry Tessavori worked on initial floor plans, Equipment Specialist Michael Miele helped Dr. Schor determine the right equipment, furniture and technology for his new practice.

"Everything was new," says Dr. Schor. "I wanted to start from a blank slate. Michael was integral in everything, from equipment selection to final design. To get my mind around what could be done, he brought me to an incredible 26-operatory practice in Delaware, which Patterson had recently completed. Then, he took my wife and me to the A-dec facility in Oregon, which was truly an eye-opening experience. You really see the quality that goes into the complex construction of dental equipment when you see first-hand the individual care that goes into the process."



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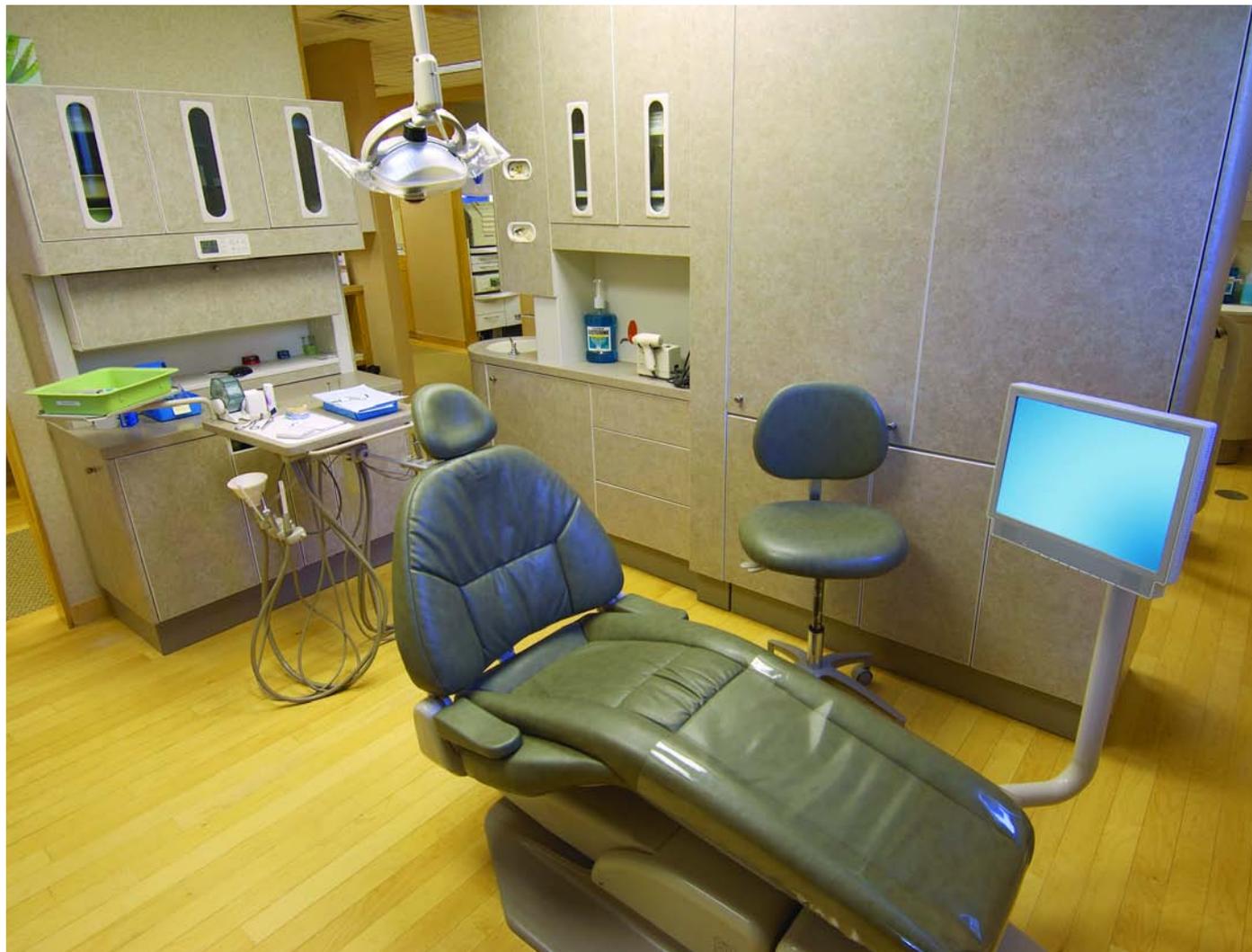
The doctor selected a total A-dec package for his operatories, including Cascade 1040 chairs and Preference Collection cabinetry. He also purchased a Triangle Steri-Center, which has become a central showpiece in his new practice. "We want to show people that we're serious about the care we provide, and the Steri-Center really gives that impression," says Dr. Schor.

With equipment selection complete, focus turned to renovating the doctor's space.

Everything was gutted – even the concrete floor was taken up to allow for plumbing and wiring the new operatories. Earth tones were selected to convey a homey, salon-style atmosphere and hardwood floors were placed in the operatories, with carpet runners along the corridors. The Steri-Center was given a central location both for functional workflow and to serve as a showpiece for patients.

Remember the noisy elevator room? It's now masked by a 325-gallon saltwater reef tank built along a false wall in front of the room. The tank and the wall serve to insulate the sound of the elevator's hydraulics while giving patients an awe-inspiring welcome as they enter the practice.

The well-appointed reception area conveys a sense of quality and luxury without being imperious.



Re-imagined and revitalized

Imagine Advanced Dental Arts now stands as a crowning achievement and a testimony to Dr. Schor's commitment to quality dental care. "I was getting tired," he says. "This new office has helped revitalize my energy. I am so proud of this practice and so happy to be here, I think it's actually extended my career."

Dr. Schor brought his digital radiography, intraoral cameras and paperless processes with him from his previous practice, but he made some changes to the technology he uses. Patterson Territory Representative Paul Stansbury assisted with supply selections and set the doctor up on eImagine for easy electronic ordering. Schick stepped in and converted Dr. Schor's PanRX to digital and provided new sensors and intraoral cameras. And best of all says the doctor, he invested in a CEREC® 3D.

One of six complete A-dec operatories at Imagine Advanced Dental Arts.

"I feel a greater responsibility than ever to educate both myself and my patients about what is available cosmetically in terms of equipment and techniques. This new office and this new equipment achieve that. Patients love the CEREC and my associates Vivien Mesina and Maria Rhode took to it immediately. Together, we're making it work and we're learning more and more every day."

Now with six full-time operatories and four hygiene rooms, Dr. Schor's practice has developed to accommodate the patients who were crowding his previous space. He has grown from one associate to two and employs three hygienists, four front desk personnel and five assistants. And his patients appreciate the difference.



Dr. Schor's associates and assistants are all trained in CEREC, delivering highly aesthetic, one-visit restorations on a daily basis.

