



Medical centre the ideal location

By David Petrikas

Integrating into an existing medical practice has provided ideal positioning for one of the Gold Coast region's newest surgeries.

After searching unsuccessfully up and down the Gold Coast for a suitable established practice to buy, Dr Jamie Webber recognized an opportunity to establish his own practice from the ground up.

Located at Kennedy Drive, Tweed Heads, the small but smart new clinic is simply named 'Dental on Kennedy' and caters for the needs of the growing Gold Coast and Tweed regions.

"When I started looking to buy a practice, they were all old and some had 20-year-old chairs which would have to be replaced anyway. You would then have to pay goodwill and there was no guarantee people would come," he said.

Dr Webber also noticed an over-abun-

dance of dentists in the upper Gold Coast, with 17 surgeries at Southport alone, but recognised an opportunity to open his own



practice adjacent to the southern end of the Gold Coast at Tweed Heads.

The new practice is part of a mini medical precinct, adjacent to a busy medical

practice and chemist with its own parking just off the Gold Coast Motorway.

"Being next door to the doctors and Chemist definitely helps and I've got an experienced dental nurse who is great with patients and some new dental assistants," Dr Webber said.

After drawing up his own sketch brief, Dr Webber approached Dental Fitout Specialists for a plan incorporating many of his own ideas including vented PC cabinets and glove dispensers.

Helpful advice on dental equipment was provided by experienced A-dec service technician and A-dec equipment dealer, Drew Walker of East Coast Dental Services.

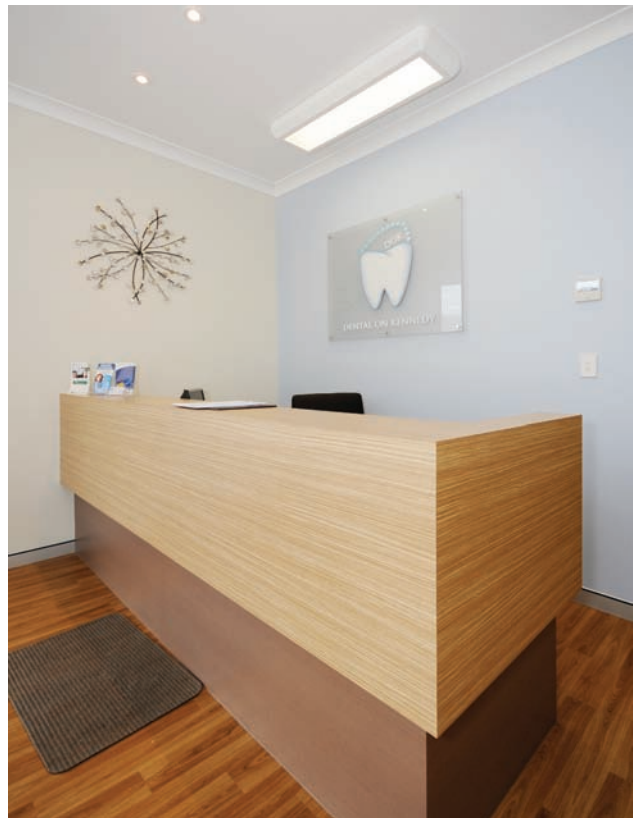
Dr Webber also had a helping hand from his wife, Ann-Marie who took charge of the colour scheme and interior décor with excellent results on par with any professional.

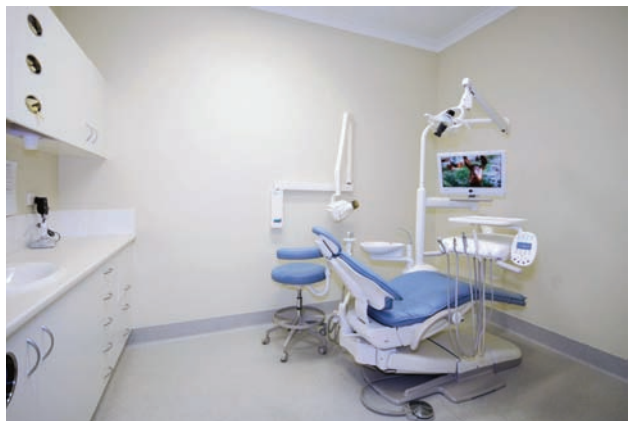


The combined reception area and waiting room is bright and welcoming with cream walls complemented by a soft blue feature wall and timber finishes in the reception desk, oval coffee table and laminated timber flooring. One of the practice's logo colours is reflected in the crisp white chairs and wall cabinet under an LCD TV.

Modern wall art adorns two of the walls with a very smart glass sign featuring a 'Dental on Kennedy' nameplate and distinctive tooth logo behind the reception desk.

The cream colour scheme is continued throughout the building, together with white cabinetry in the surgeries and sterilization room.





The three-surgery practice is currently equipped with two chairs, with a third surgery already plumbed ready for future expansion.

The 'U'-shaped sterilization room is compact and functional, equipped with a 'Lisa' B-Type sterilizer, Assistina automated handpiece maintenance unit and Acteon PS PIX phosphor plate system.

As he had carte blanche to equip the practice to his own needs, Dr Webber went with the latest A-dec dental chairs and delivery systems together with LED equipped W&H handpieces.

"It seems like we've come from ancient times with the new W&H LED handpieces and W&H electric motor. The electric motor is very smooth and doesn't rattle the head of the patients and

is very quiet. It is very good for preparing and removing old crowns and doesn't jerk the patient's head around like an air motor."

Dr Webber also incorporated the latest generation digital imaging equipment and feels he has come across the ideal digital x-ray system with the new Acteon X-Mind X-ray generator and PS PIX (phosphor plate system).

Compared to many of the digital sensors which he says can be hard to manoeuvre and patients can find uncomfortable, the phosphor plate is just like using a normal film X-ray.

"I find I have no problems with it, especially with the size 2 plate, unlike some other digital devices which because of the size of the sensor and cord hanging out of mouth can make patients gag."



Summary

The Practice

Principal	Dr Jamie Webber
Practice	Dental on Kennedy
Type of Practice	General
Location	Tweed Heads, New South Wales
Size	88 square metres
No of chairs	2 + 1

The Team

Design	Dental Fit-out Specialists
Interior Designer	Ann-Marie Webber
Construction & Joinery	Dental Fit-Out Specialists
Project Manager	Gary Pollock

Equipment

Dental Units	A-dec 500, A-dec 300
Sterilisation	W&H Lisa 500 and Assistina 301 Plus
X-Ray	Acteon X-Mind x-ray units Acteon - Sopro PSP!X PSP scanner
Compressor	Cattani K300
Suction	Cattani TurboSmart
Software	Dental4Windows, Acteon - Sopro Imaging

As well as being easy to position and producing a very high quality image, Dr Webber has integrated the Acteon - Sopro PSP!X imaging software into Dental 4 Windows for a fully paperless patient management system.

When it came to choice of delivery system, familiarity with the A-dec brand and also the proximity and backup provided by a local A-dec service dealer at Palm Beach, made chair selection an easy choice.

"The A-dec 500 had everything I wanted and is a very comfortable chair. The A-dec 300 is a very good second chair and both are very space efficient," Dr Webber said.

The A-dec 500 features plush 'Riviera' sewn upholstery and the A-dec 300 is covered in seamless 'Wedgewood' upholstery - both of which complement Dental on Kennedy's logo colours.

The high end A-dec 500 also features the A-dec 'Deluxe' touchpad featuring inbuilt endodontic function with pre-programmed torque

settings and auto-stop and auto reverse functions to support endodontic files.

The second chair features a more compact version of the A-dec electronic touchpad controlling chair functions, light and inbuilt programming supporting automatic hand-piece and ancillary instrument selection.

Both delivery units include monitor mounts and chair-mounted overhead lights, plus self-contained dental unit water lines and cuspidors for greater patient comfort.

