



First impressions count

By Meagan Shand, BSc (Health Promotion)

Imagine stepping into the fresh cool blue waters of the Indian Ocean on a warm summer day. This is the invigorating feeling visitors experience when they enter the new *Cook Dillon Brudenell Orthodontic Clinic* in the Perth suburb of Claremont. Located just 2kms from Cottesloe, one of the best beaches in Australia, the practice has been transformed using ocean themes, cool clean whites, smooth lines and crystal clear aquamarines.

Moving from their outdated 70's practice has been a refreshing experience for owners, staff and patients. Practice Manager Danielle Gregory said "The move was a daunting prospect for us, we had been established in the same clinic in Claremont for 35years. The old clinic was very much loved, but very tired. The new clinic is bright, fresh and inspiring, it has a great energy".

They say first impressions count and the standout feature of the new clinic is the spacious reception, visible from the outside through large floor to ceiling panoramic glass shop front windows. The 45 square metre space features a 5m curved lacquered front counter, with pale blue gloss panels, seamless cool white Corian capping and a curved bulkhead that follows the line of the reception desk. Funky retro-style leather-look seating, mood lighting and bright playful acrylic wall paintings replicating scenes of locals on the picturesque Cottesloe beach create a fun and welcoming environment for families and children. The new clinic has created such a buzz in the surrounding shopping centre that local retail owners and passing shoppers pop their head in just to get a look.

"From the 'flash and fresh' design to the fittings and local art on the walls, patients always comment on how great the clinic look," Ms Gregory said. "The design has allowed for a more open and welcoming space and this reflects how staff and patients now interact together."

Although the new clinic is smaller, it has been designed in a practical and accessible way, with traffic flowing effortlessly from one space to the next. Leading from the reception are 3 treatment rooms, a 15m² main surgery, a 9m² auxiliary surgery and a large 24m² open surgery where two therapists can operate side by side. Custom-made, easy-glide, anti-slam drawers and cupboards have been installed with smooth, white hygienic Corian bench tops and glass splash-backs, the seamless design ensuring an easy clean and sterile work space.

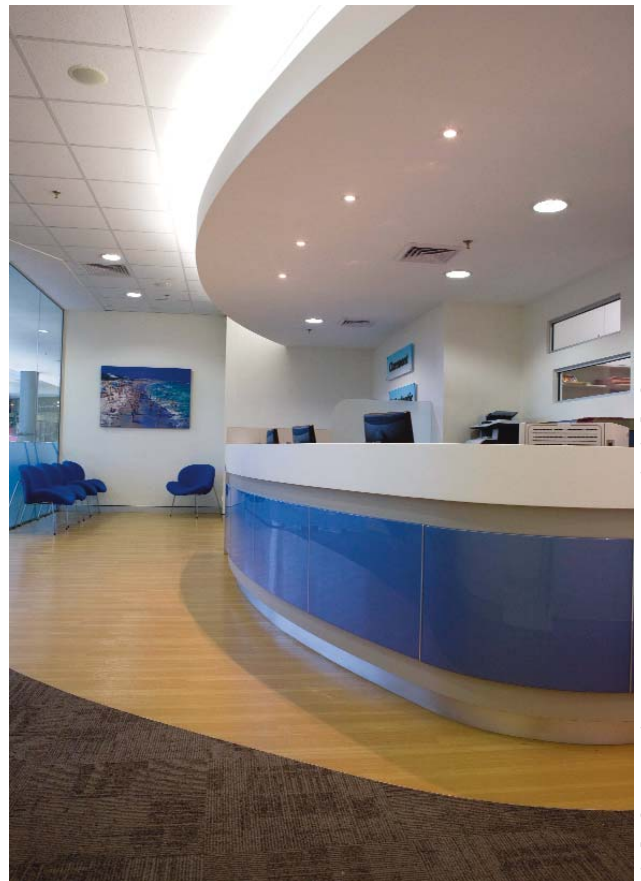


Off of the open surgery is an easy access laboratory, steri area, OPG and staff room. The theme and fittings are kept simple and flow throughout the clinic with the continued use of smooth white Corian bench-tops, vinyl gloss doors, curved lines and geometric shapes. Incorporating the latest technology with stereo sound in each room and large computer monitors displaying appointment schedules visible from all operating areas, ensure the clinic runs smoothly and efficiently. Administration space includes two open style offices made visible from the reception through geometric windows. The store room is hidden away at the back of the offices.

A favourite of the staff is the Hollywood-style refresh nook in the open surgery. Featuring a large 1.5m x 1.4m mirror lined with showbiz lights, patients can refresh after treatment and staff can have a quick 'touch up' while passing by.

It is the modern simplicity and openness of the design that makes this clinical space a special experience for patients and staff. "It is not only the physical features that are a standout," Ms Gregory said, "the one thing you notice is how happy staff and patients are to be there. Patients are so excited; they just love it!".

Natasha Connor from Ego Squared Design Consultants said "This was a great project - the space was a challenge as it is a little awkward with many different angled walls, but the partners were very open to using the space effectively and not squeezing too much in. This gave us the luxury of creating a beautiful curved wall and achieving some volume as well as creating a space which works correctly for them and their patients."



Photography by Karrina Liverist, Third Eye Photography



It is obvious that a positive working relationship between the practice, design and 'fit out' company added to the success of this project. When asked what is one piece of advice she would offer others looking to refurbish, Ms Gregory said "My advice to other practices thinking of refurbishing is to have an open and honest relationship with your design and fit-out company. My first impression from my initial phone call to Dentpro, was that Bill

and Ingrid Elsegood were down to earth and honest people. The move was a daunting prospect for us and they gave us the confidence that they were organised and efficient. The move was all about us and what we wanted and nothing was ever too much. Be sure the company you choose shares and understands your vision; without this, the risk of them not capturing what you want will only lead to disappointment".



Summary

The Practice

Principals	Drs Richard Cook, Peter Dillon and Greg Brudenell
Type of Practice	Specialist orthodontic
Location	Claremont, Perth, Western Australia
Size	193 square metres
No of chairs	4

The Team

Design	Ego Squared Design Consultants
Senior Designer	Natasha Connor
Construction	Dentpro Fit-Out Specialists
Project Manager	Bill Elsegood

Equipment

Dental Units	Fimet (new) plus existing
Sterilisation	Mocom Millennium B
OPG	Kodak 8000C
Compressor	Cattani
Suction	Cattani Turbo Smart
Software	PracticeWorks and Orthotrac

There is no looking back for the owners, staff and patients at the new *Cook Dillon Brudenell Orthodontic Clinic*. The refurbishment is like looking at the world through fresh eyes, the shift has invigorated staff and patients, launching an old established practice into a fresh new modern era.

“Good communication was imperative on this job as there are three partners and each one had different ideas for what they wanted,” said Project manager Bill Elsegood. “Establishing a good working relationship with the designer and practice manager made the job easier, as we were able to bounce ideas off each other when we encountered a problem.”

Mr Elsegood said that practices thinking about refurbishing should ensure they have a good plan in place and to invest in professional designers as a good design never goes out of date and will only add value to the practice. Advice from a colour specialist to find

the right colour scheme is also invaluable and will add to the ambience of a practice.

Overall, practices should be sure they are getting everything

they’ve asked for. “When we quote on a job, we have found that many practice owners are governed by price or they rely on others to make decisions for them,” Mr Elsegood said. “A cheap price usually means something is missing and you will get caught by it at a later date. Short cuts never pay off; invest in the right advice from the right people.”

Fortunately, there were no short cuts at the new Claremont Orthodontic Clinic.

“The biggest challenge was a very tight deadline as the whole fit-out had to be completed in 8 weeks,” he said. “All the trades worked well together and we completed the entire project ready for the staff to move in over the Christmas period. The Orthodontists had no downtime at all.”

