



## New design is changing attitudes

BY MAUREEN MAHER, BETTER PRACTICE

**W**hen Dr James Wong finally relocated to his brand new Rockingham practice in Perth's southern suburbs, his patients were just as excited as he was about the move. Less than a kilometre from his original practice, the spacious design and relaxed ambience of the new Council Avenue Dental is changing attitudes and putting old and new patients at ease.

"One patient told me she came here to 'get pampered', which suggests patient expectations and the whole dental experience is now at a different level," Dr Wong said.

Associate dentist Euguan Koh agrees. "Having LCD screens in each surgery and utilising new consultation rooms to discuss treatment in greater comfort has led to a new level of patient confidence and a definite increase in treatment plan acceptance."

With 'more space' being a top priority for the expanding dental team, finding the



right location was the first step in making the new practice a reality.

"Finding a site that wasn't too far from the original practice and that could accommodate 13 staff members proved one of the biggest challenges," Dr Wong said. "Then you have to make sure you've crossed all your 'T's and dotted all your 'I's throughout the process - there is a mountain of extra detail to be aware of."

The assistance of project managers Dentpro was invaluable in ensuring the successful coordination of all the services involved within the 10-week timeframe.

Bill Elsegood from Dentpro said his loyal team of tradespeople are part of his success.

"I have around nine trades that work with us on every job who are all highly skilled and professional. I'm committed to finishing projects on time and on budget, with no extra charges for my clients at the



end of the process. Having a loyal team is crucial to keeping the process running to plan," he said.

Located on a busy thoroughfare in the coastal suburb, at 275 square metres, the new Council Avenue Dental is almost five times the size of the original practice, allowing plenty of space to create the 'dream' practice.

To bring his vision to life, Dr Wong chose Ego Squared Commercial Interior Designers for their expertise in dental surgery design and Dentpro for their recognized skill and experience in creative dental surgery fit outs and project management.

"I knew what my minimum requirements were from a practice function point of view and I had some ideas of the theme I wanted. I briefed the designers and Dentpro and they did the rest. I must say that the finished practice has exceeded what I imagined!"

Principal designer Natasha Connor from Ego Squared calls Council Avenue Dental the 'almost perfect' project -taking a large empty space and filling it from floor to ceiling. "We look at our projects as a collaboration with our clients, using their vision and guiding them with our knowledge of design and our experience in the dental industry to get the best result."

Once the design was right, Dr Wong engaged Dentpro to construct the practice, build internal cabinetry and special features and manage the whole project.

"I met with a number of companies before choosing Dentpro," Dr Wong said. "Bill came across as the most professional and trustworthy. There was no hard sell. Bill also has a lot of experience in dental surgery fit outs and a good understanding of what dentists need to make the surgery function best, so his input was valuable."





Ms Connor from Ego Squared says the working relationship with Dentpro was one of ease and professionalism. “We were pleased with Bill’s quality workmanship and his communication with us and Dr Wong was wonderful.”

Indeed, the final results and the collaborative effort between designers and builders speaks for itself. The practice design has a professional yet luxurious feel and special features add a greater level of patient comfort.

The large reception area features a built-in flat screen TV and comfortable couch and upright chairs. A low desk seated area allows patients to sit while making appointments or paying accounts.

A wide central hallway leading from the reception area meets a unique high ceiling atrium area, stunning water feature and patient rest area. The ceiling skylight enhances the natural light and spaciousness.

“The atrium area is a favourite of patients, with many positive comments about the relaxed feel. In fact, so many people say our new practice doesn’t feel like a dental surgery at all... we are just pleased to treat people who are relaxed and happy,” Dr Wong said.

Each surgery features A-dec chairs in the latest fashion colours, chosen for their comfort, style, good delivery system and easy maintenance and supplied by West Coast Dental Depot. Other people involved included Zoom Dental who organized the computer system, CBD Carpets supplied and installed floor coverings and Artcom completed signage requirements.

