

DOCTOR *of* DENTISTRY

A BUSINESS AND LIFESTYLE MAGAZINE FOR DENTISTS



Technology
**Computers and
Your Treatment
Rooms — Designing
for Functionality**

Practice Management
**The Value of Dental
Benefits for
Your Practice**

Matchmaker of Design

Loren Reid Seaman
& Associates Interior Design

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sensitive to their likes and dislikes help to keep the practice motif in mind. Educating the client is part of the process as is explaining why something will or will not work.

Dan Follmer, D.D.S., of Northwest Dental Health and Aesthetics in Wauconda, IL, knows how true this is. He believes

that the décor of an office is truly important. "Offering a relaxing atmosphere with no glaring walls is essential to the practice," states Dr. Follmer. "The décor also illustrates a sense of excellence. Patients can see that there are clean lines and a higher scale of décor, which translates into excellence in care."



Dr. Follmer's reception area

The entrance to the exam rooms in Dr. Follmer's office



An artistic use of stone in the office of Dr. John Pontikes

A spa-like feel as you enter the office of Dr. John Pontikes





A warm waiting area designed to fit the new owner's taste



A large, contemporary reception area was created to accommodate this busy practice.

When Dr. Follmer and his wife first arrived at his showroom, Loren suggested that they walk around for the first 15 minutes to see if anything caught their eye. Dr. Follmer selected a piece of artwork, which now hangs in their waiting room. That, combined with other artwork told Loren that the practice would be designed in a warm, contemporary style. "His gentle guidance, great eye for color and their combined effort meant that in the end I was, and am, 100% satisfied," adds Dr. Follmer.

John K. Pontikes, D.M.D., of Seasons Dental Care in Arlington Heights, IL, knew that he wanted to create an environment that is not customarily found in a clinical setting. "I wanted a 'spa' feel to the office, though this is not a spa," comments Dr. Pontikes. "If I can minimize a patient's apprehension just by the décor, then I am ahead of the game. In addition, a patient's first impression is a reflection of my office, the quality of work I do and of me. I want my patients to be comfortable." He believes that as a team, he, his wife and Loren achieved the desired effect.

There are many reasons why a practice may need an interior



An exam room that is well lit with color and lighting helps make patients feel more comfortable and relaxed.

designer. It can be for a remodeling project, moving to a new office suite, a face-lift for an old space or starting a new practice.

One of Loren's favorite remodeling projects stems from a dentist who was buying a dental practice. The original dentist's office was dated and he enjoyed having his posters on the walls. Working with the staff, Loren was able to redesign the space, offering a more open feel while capturing the spirit and more contemporary nature of the new owner. By changing the way the bathroom doors opened, he was able to enhance the space. The kitchen was remodeled, and new artwork was put on the walls. In essence, the entire "culture" of the practice was enhanced simply by changing the environment. The staff appreciated and thanked him for the changes and several patients asked him to help with the interior design of their homes.

Going to the dentist for many people is a stressful experience, so the treatment areas and operatories need to enhance relaxation and comfort. Loren takes great care to make sure that these spaces are well lit with both color and lighting so that the space is functional for the doctor and staff, yet, is appropriately appointed with the