

# Dental Office Design 101

## LOCATION, LOCATION, LOCATION

Grocery Stores

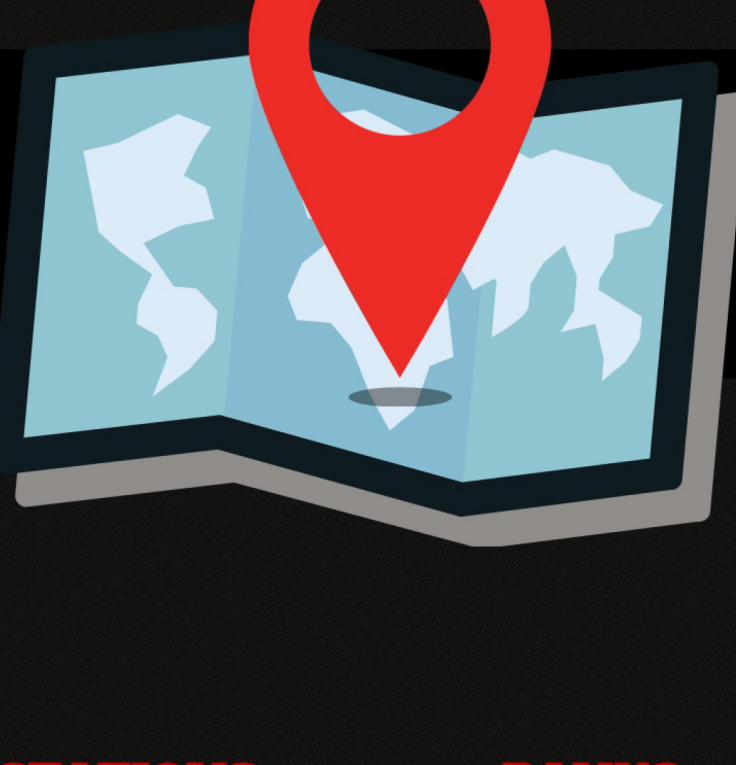
Gas Stations

Banks

Schools

Churches

It's important to be near these locations and to have your office visible from the street. Being convenient to the busy world is a must. Keeping growth in mind is also very important. You need to determine if the location you select will still be good in the next 15-25 years.



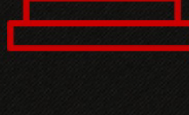
**Women make 85% of all dental appointments. Make sure your location is near the places they frequent most.**

Which are:

**GROCERY STORES**

**GAS STATIONS**

**BANKS**



## DEMOGRAPHIC TIPS

1

Be sure to look for areas that are growing, those which contain new homes or businesses for example. Consider checking out strip malls and other such areas as well. This can be extremely helpful if you are starting for scratch, as people in these areas will often be looking for new dentists and other service providers to frequent. In the US today there are .6 dentists for every 1000 people. In many cases dentists are grouped together in areas like those we described above, which may make them seem saturated, but that all depends on the population density of the area. Be sure to take competition, and population size, into consideration.

2

When you're targeting the residents of a particular area you'll need to study the data: mean incomes, household sizes and average ages of local residents. To maximize your marketing's power, consider focusing on families. Target local mothers with your marketing materials and, if they are convinced, the rest of the family will likely follow.



3

You'll also want to center your campaign around your specific area of dentistry, for example orthodontics, cosmetics or implants.



4

If you are considering building a new office in a different location you will need to consider where your present patients live and whether or not they'll follow you. In other words, you'll need to decide whether or not the new location you're considering is actually superior to the one you currently have? Will the new location bring in more clients than you'll lose?

5

Remember, it's not enough to find the right location with the right demographic. You'll also need an area where you'll have space to place your new office while meeting all of the local rules and regulations of the area. That is where our professional team of advisors can help. We'll get you the information you need to make an informed decision.

## HELPFUL Q&A's

### BE INFORMED...MED...

Q:

Is there a formula I can use to calculate how big of an office I need to have?

A:

**Yes...allocate 300sf of floor area for each treatment room w/o side cabinets and 400sf w/ side cabinets. We call this Design Factor (DF).**

Multiply the number of treatment rooms you want in your new office by the sf allocated, for the treatment room type, to acquire the size of the office you will need to have.

ie) 300sf x 6= 1800sf, 400sf x 6= 2400sf

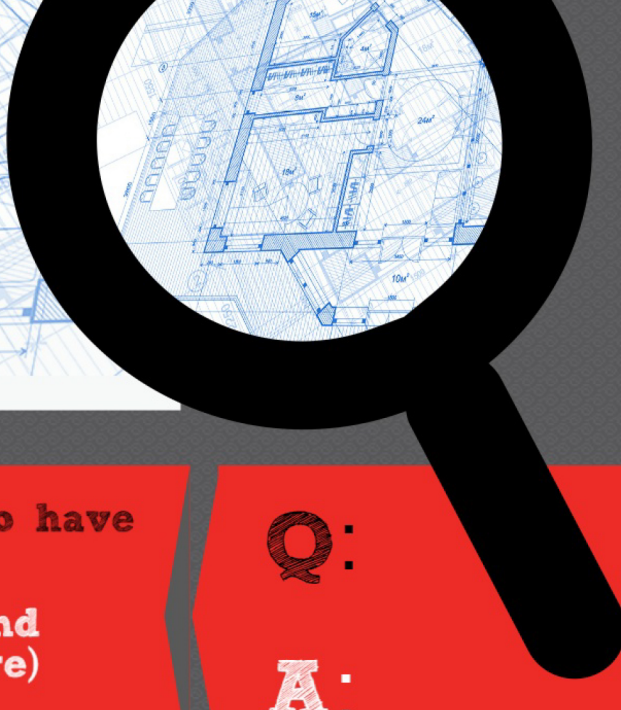
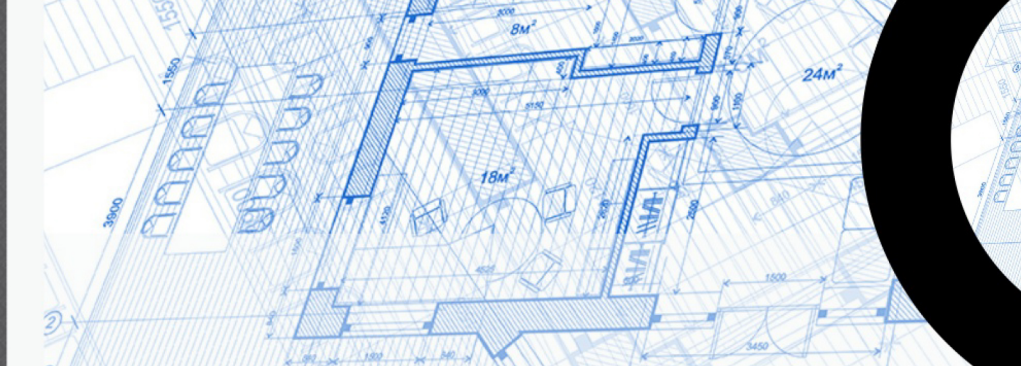
?

Q:

How do I determine the amount of office size needed for my project?

A:

**Number of treatment rooms x DF = approx. Office Size (OS) needed.**



How do I calculate how much land to have for my free standing building?

**Multiply the building area by 9 = land needed. ie) 1,800sf x 9=16,200sf (.37 acre)**

**2,400sf x 9=21,600sf (.49 acre)**

Q:

A:

## HELPFUL TIPS

### HAVE A BUSINESS PLAN

Providing you with a clear vision of what type and size practice you're building versus winging it.

### DON'T RUSH

Layout your plan early on. There are many moving parts that need to be brought together. A good estimate is a year or more for the whole process to be completed. The process could become stressful and more costly if you don't allocate enough time for the design and construction process.

### KNOW YOUR CONTRACTUAL OPTIONS

Make sure you have a general understanding between who does what, when and why. It will empower you to make more informed decisions best suited for you and your project, versus going the route with the cheapest guy in town.

### PRE-QUALIFY

Pre-qualify your project team. Interview and check the references of the potential team members early in the process. You need to be able to trust and ensure they have a reputable track record of delivering quality projects on time and on budget versus the cheapest guy in town.

### DON'T SHORT CHANGE YOUR FACILITY DESIGN

It's important to invest in professional help. As the project owner, you want to have direct control or influence over the design process. That means you directly hire the architect versus one who is directly contracted with and employed by the contractor.

### DESIGN FOR LONG TERM

Your design should be a direct reflection of your business plan. Over-designing and spending for a short term location doesn't make much economic sense. This also applies to not designing to meet the anticipated growth of the practice. Not planning the grow-in-place from the inception of the design process will only force you to make unnecessary compromises and settled for a mediocre space, which affects your optimal efficiency and continuity.

## STEPS

### DENTAL DESIGN STEPS of the PROFESSIONALS!

STEP

1



#### DEMOGRAPHIC STUDY

Do your research to determine where you want to practice and do your demographic study.

STEP

2



#### BUSINESS PLAN

Start with a clear vision for your practice.

STEP

3



#### DESIGN PROGRAM

Identify your practice style and needs.

STEP

4



#### DESIGN

Detailed and specified exactly what you'll be getting or building.

STEP

5



#### BID

Bid the project, its the most competitive method for an apple to apple comparison between capable and pre-qualified contractors working for your business

STEP

6



#### BUILD

Expect 6 - 9 months of construction activities to build what has been designed and for the agreed upon cost.