Bonus points for style

Using a Design and Build package when revamping your practice ensures that you don’t just follow fashion, but express your own individuality too. Chris Davies explains.

Fashion is general. Style is individual,’ as Edna Woolman Chase (editor in chief of Vogue from 1914-1952) once said. Today’s patients have high expectations, and if they don’t experience that ‘wow’ factor at their local practice, are unlikely to look elsewhere. A step that sets the leading practices apart, in terms of environment, is an expression of a unique and impressive aesthetic.

The best practices do not follow trends; they set them. Rather than recreate the same tried and tested look, they explore other avenues, presenting patients with truly remarkable designs. There is a real synergy between a dedication to clinical excellence and a commitment to immaculate presentation; patients pick up on this, as does the dental team.

Beware limitations

Many dentists carry out refurbishments to give their practices a new look. However, this approach has severe limitations. A new colour scheme and some quirky new furniture pieces might liven up the space, but it will always be a case of compromising on the aesthetic vision. Rooms will not change their size and shape; corridors will not become wider; the decontamination area will not make meeting the demands of new guidelines from the Department of Health any easier to accomplish. Refurbishment will only deal with the superficial problems.

Every dentist wants greater success, but this will bring with it certain logistical issues. As many UK practices are still set up in structures that were originally designed for the average 2.4 children family, it is easy to see how, with a slight increase in the number of patients per day, problems can occur.

Space and light

Making patients and visitors feel comfortable requires space and light. The reception area should be a welcoming environment that puts them at ease. If they have to push past one another to get to the seats, which are already all taken, they will not be particularly relaxed when it comes to their appointment. Also, the dental team needs an environment that promotes easy execution of protocols.

Forward-thinking dentists

Design and Build appeals to forward-thinking dentists for many reasons; it lets them enjoy the benefits of an environment that is absolutely suited to their needs; it satisfies all industry guidelines and facilitates the incorporation of new guidelines yet to be introduced; and it lets the dentists express their individual style. Whereas refurbishment is skin deep, Design and Build lets the dentist create a unique practice from the ground up – supported at each and every stage by experts to ensure that the design is fit for purpose and makes the grade. Using 3D designs and powerful CAD software, the most established company’s experts work with the dentist to develop the perfect blend of form, function and style.

Design and Build ensures that the dentist does not just follow the fashion, but expresses individuality and professionalism – sending a clear message to patients that they have made the right choice.

About the author

Chris Davies appointed in 2006, rugby enthusiast and family man Chris Davies, has led Genus’ new dental division to secure a significant share of the market. For more information, contact Genus on 01522 840484, email info@genusgroup.co.uk or visit www.genusinteriors.co.uk.

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