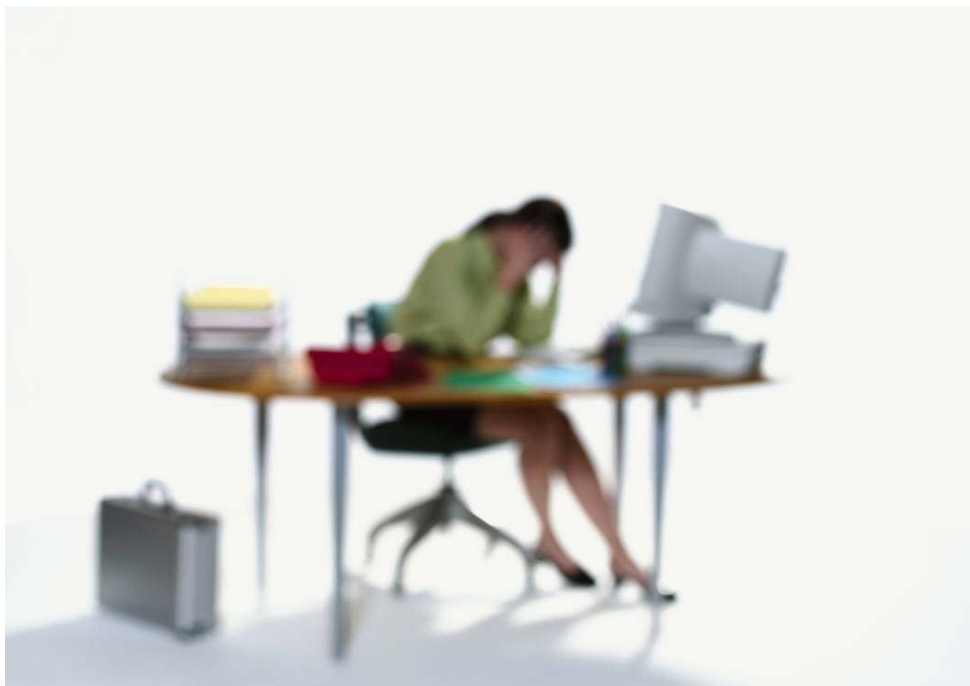


10 MOST COMMON MISTAKES



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MISTAKE! Excluding Your Staff.

Many make the mistake of not including their staff in the planning and design process. Your staff deals with the success of your office every day. Their collective input to meeting the needs of you, them, your practice and your patients is one of your most valuable assets.

Your staff's input will ensure:

- A. That your money is spent improving the office experience for everyone who walks in the door, and not just one particular aspect that you see as important.
- B. They share in the responsibility to see the project meets your expectations. Helping to hold contractors in check.
- C. They support your ideas and goals through the process.
- D. They defend the domain of their particular role in your practice, thus providing improvement across the board in all areas.



MISTAKE! Not Enough Consideration for Future Upgrades in Technology, Decor and Equipment.

Of course things wear out and equipment needs to be updated and technology needs to be implemented as opportunity and need arise. Don't remodel or construct a new office thinking that nothing will ever break or you won't want to upgrade something down the road. If you make this mistake you will most likely pay someone to tear up your floor or a wall to accomplish it. Planning ahead for this will make it easy, cost effective and will minimize any inconvenience to your practice.

- A. **Have PVC pipe laid** in the concrete going from chair to chair, wall to chair, etc. The same is useful in walls. This will allow you to add wiring, cable etc to meet the needs of your future up grade. You will be able to simply add the new wires etc. through the PVC pipe rather than tearing up the floor or tearing out a wall.
- B. **Don't place padding under any carpeting.** It will cause the carpet to wear much faster and makes it difficult to move items across it, especially a chair on rollers.
- C. **Having too many electrical outlet** options is much less expensive and frustrating

than too few. Also, the foresight for a potential need of a possible 220 volt outlet is a better option than to add one as the need arises in the future. What areas could potentially require or facilitate your operation if you had a 220 volt outlet? This consideration needs to be established now or it will frustrate you and cost you much more later.

MISTAKE “Building improvements vs Furniture”....is equal to “Buying vs. Getting it Free”

Yes, the advantages to furniture or what would be classified as such are that you can fully depreciate it in 7 years. And until September 2004 you can take 50% depreciation in the first year! That means that after 7 years you have received a tax credit equal to the amount you spent on the furniture. Your choice is to give Uncle Sam your earnings and see no improvement in your office, or purchase furniture which is the same as getting the furniture for free. The same tax advantages do not apply to “building improvements” or what can be classified as such. How does this become a common mistake? Having something “built in” that could be purchased as “free standing” (which can still be attached to the wall or ground), would constitute as a financial mistake and a quite costly one. A little pre-planning and home work can help you in this area.



A. Cabinets. There are a myriad of cabinets on the market that are free standing and would be considered furniture. Your Side Units (* *Steri-Source can help you with those*). Your Sterilization area. *Steri-Source Inc., of course specializes in this area and yes, our Sterilization Center can be fully depreciated in 5 years with 50% deduction taken in the first year!* (IE a \$10,000 built in center over 30 years or \$10,000 Steri-Source Center free in 5 years and can grow and go with you as needed.)

B. Counter Spaces, out front and in back as well as restroom fixtures.

C. Computer stands and display cases....etc

D. If you move, expand or update your office again at a later date, the already paid for “furniture” can move with you. While “cabinets and other built in fixtures” are left behind or torn out and the purchase must be made over again with all of the disabling tax disadvantages starting from scratch.

If you have settled on your own cabinet maker to provide you with this ever important area of your office we will gladly provide you with free layouts and drawings to aid your cabinet maker and designer to provide the perfect solution for you. We are willing to consult one on one with your office and contractors at no cost to ensure that the three key factors of Efficiency, Flow and Compliancy can be achieved.

MISTAKE Consideration for Family Members

Creating an environment that welcomes family members shows that you are interested in their well being and comfort. To overlook this can be a costly mistake as patients shop other offices.

A few areas and ideas to consider:

A. The waiting area. Best to be over accommodating. This is the first impression and should be inviting and comfortable, with plenty of seating, space, décor and entertainment. The waiting area. Best to be over accommodating. This makes the first impression and should be inviting and comfortable with plenty of seating, space, décor and entertainment. This area should consider mothers waiting with infants. They need elbow room and space to set their cumbersome bags and belongings. A simple cartoon, video, or game area could keep active children stimulated. If patients have to wait for long periods, it is important that it doesn't feel like a long period. Don't make the mistake of cutting corners in your waiting area with space, comfort and entertainment. It will pay you in bigger dividends than you might think..

B. The treatment Area. Provide ample comfortable seating for loved ones to be involved and near your patient while you are treating them. It will greatly improve your relationship with them by putting them at ease with their questions and involvement in the process and with you while treatment is taking place. They will also be impressed to see how professional and state of the art your practice is while sitting comfortably.

MISTAKE Your Personal Office.



If the doctor is not afforded a space, it is felt throughout the office. A private place for a phone call, to plan, to organize, to keep secure, a place to contemplate. By not incorporating this it can be reflected throughout the entire office.

A few suggestions to consider:

A. **Space permitting**, comfortable seating beyond your desk and work space.

B. **Private closet** that can be locked in addition to the door.

C. **Privacy glass**, that can only be seen out of from your office. This enables privacy while at the same time you can see the on goings of the practice. If you are on the phone and are needed immediately, you can recognize this without a knock at your door or other interruption.

D. **Your private bathroom** in your office. This has many advantages and is usually appreciated by more than just you. If space permits, this is an item all will be grateful for.

MISTAKE The Consultation Room.

The initial consultation is the first Orthodontic experience your patients with you. This should be a pleasant experience for all involved. It is a big mistake to not have a separate consultation room. A place where the patient and family members can be seated. A place where an examination can take place away from the other activities of the practice and other patients. This is a place where the new patient has your undivided attention and truly feels it.

Here are a few suggestions for this area:

A. **A table large enough** to accommodate everyone present, yet not so large that it separates anyone from the setting.

B. **A chair where an exam** can take place that is near the table, so a seated consultation can naturally transition to an exam and back again. (We are happy to offer ideas on chair types if you would like.)

C. **A place to view and examine x-rays** with the parents and patient.

D. **Computer space** to facilitate the consultation.

MISTAKE Many Professionals Offer Free Assistance.

You Are Not Alone. For assistance, a reference or direction in avoiding these 10 most common mistakes simply *give us a call*. Take advantage of our help, as well as the guidance of many other professionals who can offer you their free advise, training and expertise. Don't feel you are alone in this project or that you have to stop your practice from moving while under construction. Help and information is available just for the asking. You want a professional job so remember to ask the professionals that service each aspect of your office for help - as well as your staff, and your peers.

MISTAKE Necessary Storage and unnecessary storage.

Everyone needs storage space. Typically the more the better and if placed properly that is true, though if not placed properly it becomes a “common mistake”.

Mistake: Too many drawers mean:

A. **Items are spread all over the office**, just to fill the space or are left empty because of the inconvenience of traveling any distance to get what is needed.

B. **Drawers and closets are expensive.** When unused they translate into wasted budget and most likely classified as “built in” do not offer you the 5 year tax advantage.

Solution: After consulting with your staff, strategically place your storage where it is most needed.

A. **Considering first, “primary storage”** those items you use daily. Those items need to be stored where you are in need of them. For example in your Side Unit (*Steri-Source has the perfect solution for this). Having to get up or send someone to get essentials when you are chair side is a “mistake” in layout and design and should be considered a priority in any remodel or new office.

B. **The secondary storage items**, are items not needed in daily use. Their location must be considered as to what you would like occasionally chair side. Then provide space for storing those items in your plan.

C. **Necessary yet seldom used items.** Decide the size, space and frequency these items are required and allocate the space near you, (Side Unit) and then allocate other space needed to store the bulk of these items out of circulation.

By not making this mistake you will be able to locate what is needed when you need it, rather than searching through drawer bank after drawer bank for items that should be at your finger tips. You will also be able to allocate the funds you would have spent on excess drawers and closets to upgrading or adding other features of equal or greater priority.

MISTAKE Trying to Save Money by Not Hiring a Designer.

This is not a blanket statement. Though preparing and educating yourself with what you would like a designer to accomplish for you will actually save you money and help steer you away from other costly mistakes. They have seen and experienced many successes and failures for which they will help you to achieve success and avoid the pitfalls.

A. **Every new office should have a “floor plan”** prepared by someone who designs Orthodontic offices professionally. At the very least! This will help you in many ways, from bottle necking your hallways to allowing enough

room to exit patients as others are entering. Their services range from minimal support to turn key project completion.

- B. **Decide how involved you want to be** or involved you want the designers services to be and then utilize their expertise. This will indeed save you money and save you from making other costly mistakes.

NOTE: If you find yourself being sold on ideas or products that are profit motivated and not by what your desires or needs are this is a big red flag. If you sense you are obligated to use a subcontractor to get a cheaper price, it is with sad experience that it will most likely cost you much more in the end. Be sure to question any prospective designer you might interview to know their policies in respecting and honoring your input. As is the case in any industry, shop carefully, the right choice in designers for you will make this process wonderful.

MISTAKE The Sterilization Area



The sterilization area believe it or not is the **heart of the office**. Many office's overlook this key element in construction or remodeling. Is it too small? Too big? Too far away ? Does it function like it should or could? Is it central, is it an assembly line and does it allow for a pass through? Are there requirements or specifications for placement of electrical outlets? It is critical that you consult with an expert in this field. (of course we would like you to consult with

us, but if not us...someone). Too many times this important area is organized, planned or built by someone who does not understand the laws and these 3 important factors. "Efficiency, Flow and Compliance." We receive many calls asking us to remedy something major that could and should have been avoided.

A. **Efficiency.** Your goal should be to keep your assistants with patients not in the sterilization room. Steri-Source can help you achieve more time for your patients and minimal time sterilizing your instruments through effective planning.

B. **Flow.** Your sterilization process should flow effortlessly. No back-tracking or cross-contamination. Ask Steri-Source how you can eliminate unnecessary steps.
Compliance. Your office should clearly demonstrate the practice's commitment to infection control and safety.

Steri-Source builds sterilization centers that automatically take care of these factors. Either standard 8', 10' and 12' sized or custom built for your space and design. We offer the most superior sterilization centers on the market today HANDS DOWN!! Call for more information, free samples or free in office training. We also offer free in office and online demonstrations. www.sterisource.com

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