



SHIN DENTISTRY



Shin Dentistry

DR. CHARLES SHIN

Since purchasing his office from a pre-existing owner in 2003, Dr. Charles Shin looked forward to customizing and designing it to make the space his own. Previously owning another practice, he was attracted to the space in Stouffville, ON because of its prime location, which he hoped would revive his patient flow. His former office not only had poor parking and very little pedestrian traffic, but also it lacked the space to expand and incorporate new technology, a factor that was very important to him.

Dr. Shin's new office is located next to Shoppers Drug Mart and a family physician, which enables him to welcome more patients through word of mouth and foot traffic. He offers general dentistry, including endodontic and orthodontic services.

To help Dr. Shin decide on which new equipment and technologies to incorporate, his Henry Schein Sales Consultant, Corinne Smith, suggested he take a "discovery trip" to Pelton & Crane, where he could see and touch new designs for his renovation. In addition to upgrading the technology in his office, Dr. Shin also focused on the ergonomic flow of his new space, creating more operatories and a more workable space for his staff to use. "Some limitations in the old office were lack of space. The staff room and doctor's office had to utilize an apartment-sized space on the second floor while all of the main floor space was used for operatories," Shin comments.

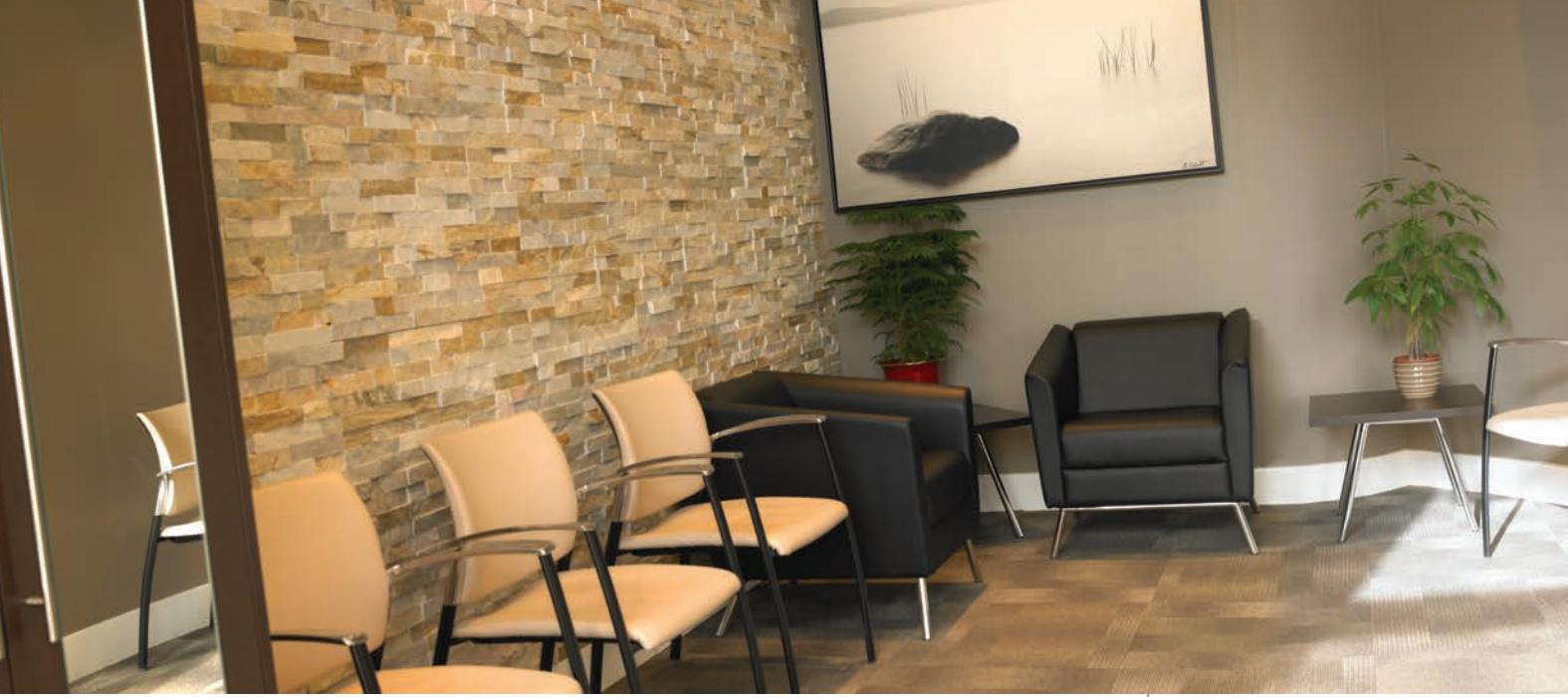
Divine details create the big picture at Shin Dentistry

After the renovation, however, all of Dr. Shin's grievances with the former layout were assuaged with a new staff room, a new private office that doubles as a "man cave" for himself, as well as a consultation room of which he is most proud. "I am very pleased to have a consultation room where I can discuss treatment plans with patients in private, rather than in the operatory," says Dr. Shin.





Dr. Shin recognizes the benefits of technology throughout his practice with digital radiography and digital impressioning.



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The four new operatories showcase the latest in technology and feature Pelton & Crane Spirit 3000 chair packages and Renaissance cabinets, KaVo handpieces, a Pelton & Crane Delta Q autoclave, Solaris stericentre, and a SciCan Statim 2000 sterilizer. He also utilized Henry Schein's consultative services, including their Practice Analysis and Business Discovery Meetings, to help streamline and maximize his business potential.

The new décor at Shin Dentistry has a fresh and modern feel, stretching from the operatories to the patient waiting room. The operatories are outfitted with commercial-grade vinyl flooring that make for easy cleaning and Berber carpeting in the reception area. A stone feature wall and oversized club chairs in the patient waiting area create an inviting and relaxing space for patients before their appointments. A collection of wall art and automotive art pieces from the doctor's private collection add to the sleek and modern ambiance.

The new environment at Shin Dentistry has had countless positive effects on his staff and his patients, and has eliminated many of his complaints about the previous office. "Patients find the new space very warm and inviting," Dr. Shin remarks. "The staff is happy to be in a newer space with better ventilation, newer finishes, and successful working infrastructure."

Dr. Shin has advice for dentists who decide to take on a similar project. "Don't let your ego write cheques that your body can't cash. Yes, it's nice to have your dream office, but when you let your ego get carried away, you can really get yourself into trouble. Also, building an office requires much more planning than one might anticipate. Always try to stay three steps ahead because it is really easy to get ten steps behind."

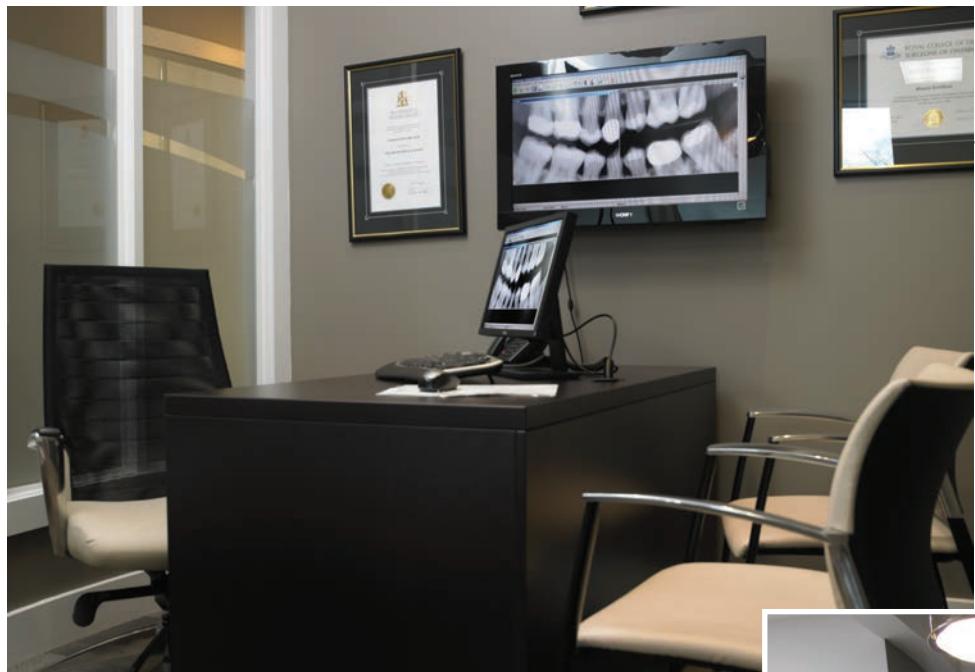
The most meaningful part of building this practice for Dr. Shin is that it is uniquely his and reflects his style, unlike the layout and design of the practice before he remodeled. "My name is on the door and over the whole business," he says fondly. "It's all mine, and I am proud to say that this is my practice."

The waiting room incorporates a number of elements to create a calm and relaxing environment.

"Patients find the new space very warm and inviting," Shin remarks.



A collection of artwork creates an attractive accent on large wall surfaces.



Dr. Shin's private office is also used as a consultation room to educate patients on their treatment options.



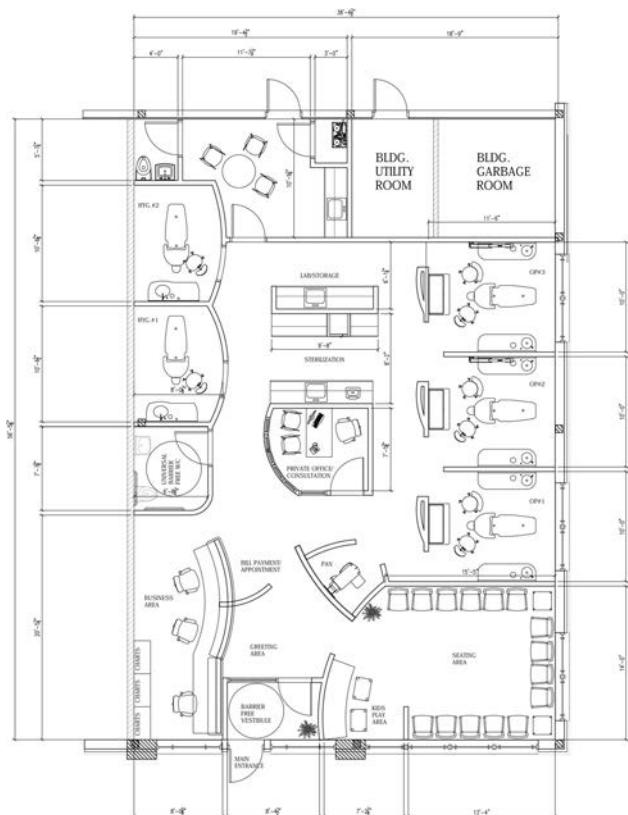
Wall curvatures add an interesting feature to the main hallway.



Pelton & Crane's Solaris stericentre ensures high standards of infection control while fitting nicely into the practice décor.



Left to right: Corinne Smith, Field Sales Consultant; Ken Croney, Director of Equipment Specialties, Sales and Programs; and Dr. Charles Shin.



Equipment List

- Air Techniques AirStar 50 Compressor
- Air Techniques STS-5 Dry Vacuum System
- KaVo Handpieces
- KaVo Quattrocare Handpiece Unit
- Pelton & Crane Renaissance Side/Rear Cabinets
- Pelton & Crane Renaissance Centre Island
- Pelton & Crane Solaris Stericentre
- Pelton & Crane Delta Q Sterilizer
- Pelton & Crane Spirit 3000 Chair Packages
- Spirit 3800 Cab Mount Rear Del
- SciCan Statim 2000 Sterilizer
- SciCan Hydrim Instrument Washer