A Bright Future

PRACTICE PROFILE

DENTAL PRACTICE
McMahon Family Dental
Jenison, Michigan

John F. McMahon, DDS
John M. McMahon, DDS

OFFICE
Square feet: 3,870
10 operatories: 10 outfitted

EQUIPMENT AND TECHNOLOGY
- Accutron Ultra PC % Flowmeters
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec 332 Traditional Delivery Systems
- A-dec 511 Dental Chairs
- A-dec 542 Side Delivery Systems
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Dental Cabinets
- A-dec ICC Preference Steri-Center
- A-dec LED Dental Lights
- A-dec Side Support Consoles
- A-dec Treatment Consoles
- Air Techniques Mojave Dry Vac
- Air Techniques Spectra Caries Detection Device
- Air Techniques Polaris Intraoral Cameras
- CEREC Omnicam AC & MC XL
- Midmark M11 UltraClave Sterilizer
- Progeny Preva DC Intraoral X-rays
- Schick 33 Sensors

This practice is a Patterson Advantage® Diamond member.

Father and son dental team set sail toward their dream practice

John F. McMahon is a third-generation dentist who founded McMahon Family Dental in 1995. When his son, John M. McMahon, began college, many people assumed that he would be the fourth-generation dentist in the family. But John Sr. made no assumptions and didn't push his son in a particular direction. "He always made it clear that the door was open if I wanted to go into practice with him but that he wanted me to choose this profession only if I love it, not because he wanted me to," said John Jr.

During his freshman year at the University of Michigan, John Jr. considered majoring in architecture or engineering and discovered that dentistry integrated elements of both fields. His decision to go into general dentistry was the first step through the open door of opportunity, leading to a bright future in dentistry.

John Jr. joined McMahon Family Dental in 2011 and the practice grew faster than expected. Although father and son enjoyed working together, the office lacked the space necessary for them to work effectively and handle the growing patient load.

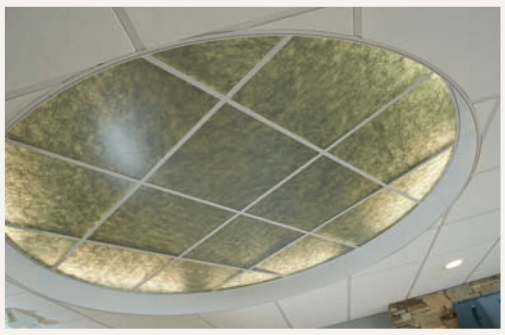
The vision of a dream practice

The need for more space led to a meeting with Patterson Equipment Specialist Rick Fabian and Territory Representative Marilyn Brandt early in 2013 to discuss an expansion. The plans that began to unfold involved more than a revamped workspace; their dream practice meant changing the culture of the office for patients and staff members.

"We wanted this to be a place where people would enjoy coming to work and we wanted to create value for our patients by creating an environment that made them feel comfortable and feel like they could participate in their health care," said John Jr.

Added John Sr.: "We see it as more than just a dental visit. Dentistry is the gateway to the body and it's very much integrated in overall health."

They also wanted to get away from the stigma often associated with a dental office by creating a spacious, welcoming environment that offered privacy for patients and room for staff members to work comfortably. >>



When the Patterson team came back with office layout and design options, John Jr.'s architecture background came in handy. "I got out my scissors, whiteout, pen and ruler and spent a few late nights working with the Patterson blueprints," he said. "I tweaked the layout to make the space fit exactly what we envisioned."

Fabian traveled with the doctors to the A-dec headquarters in Newberg, Ore., to view equipment options, different orientations, set-ups and finishes. It made it easier for the doctors to make decisions when looking at the products physically instead of looking at a diagram on a computer. "Rick provided pros, cons and the details necessary to make good decisions without pushing us in one direction or another," said John Jr.

Two spaces become one

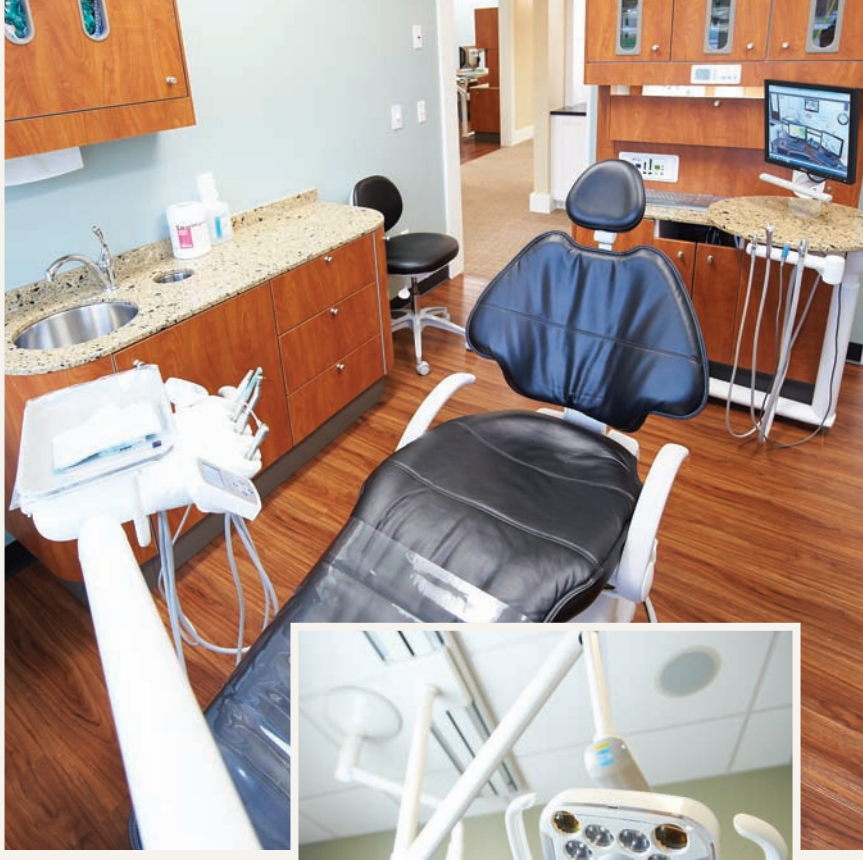
A three-phase process was planned to keep the practice in operation through construction. During the first phase, holes were cut in the walls to join two spaces. The entire Patterson team helped move equipment and supplies to the new office so the old space could be demolished. The office was shut down for just a week between phase one and phase two.

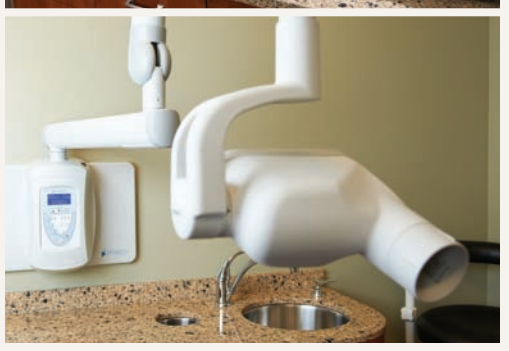
During the second phase they had the practice up and running in the new modified office, using the sterilization center as their laboratory and doing anything they could to stay organized during construction. After construction, the third phase involved joining the old and new office spaces.

"It took a lot of teamwork to get through the construction process," said John Jr. "We had to make sure that staff members didn't lose sight of the vision we had for the practice." That vision helped the doctors and staff members stay on course until the remodel was completed in September 2013.

A warm welcome

The remodeled McMahon Family Dental office is all the doctors had dreamed, and more. Drenched in warm pastels including blue, green and yellow with slate gray as an anchor,





the space has a warm, modern, contemporary feel. The front entrance features a fireplace surrounded by couches. Patients can grab a cup of coffee, sit on the couch and watch the large-screen TV while sitting in front of the fire. The setting is so comfortable that the doctors were told they might have a hard time getting patients out of the waiting area.

The office doubled from 1,780 to 3,870 square feet providing plenty of space to handle patient overflow, with room to grow. The practice now has 10 treatment rooms, including three hygiene and seven doctor rooms. One larger, private operatory is referred to as the VIP room. This is where they work on non-comprehensive orthodontia or any case requiring more than a few hours.

Although the office was organized before, it's much more streamlined and more ergonomic now. Operatory equipment was well integrated for a clean, efficient layout, including the new digital Accutron nitrous and oxygen monitors installed with cords piped underneath the chairs to allow free range of movement.

The operatories feature A-dec 511 chairs, Preference cabinets and LED track lights in addition to new built-in electric handpieces. Two CEREC milling machines are nestled behind glass doors in the laboratory, alleviating the noise and creating a nice display where patients can watch their crowns mill.

A smooth transition to new technology

Updated technology helps doctors and staff work more efficiently and stay organized. The doctors converted to Eaglesoft practice management software, which works fluidly with their Schick cameras. "It's nice to have everything integrated into the same practice management software instead of having to bridge various packages," said John Sr. "It provides a seamless experience for staff members."

The doctors and staff adjusted to the new technology quickly. They said that Gayle Howarth, their Patterson technology advisor, made the transition easy. She provided a pre-patient demo and explanation. Knowing that it would be more stressful working with the new >>

technology with patients in the office, she returned for a second time while patients were in the office to provide support and ensure that the transition went smoothly.

"We almost take it for granted at this point," said John Jr. of the new technology and equipment. "Every room in the new office is fully functional, consistent and everything works exactly as it should."

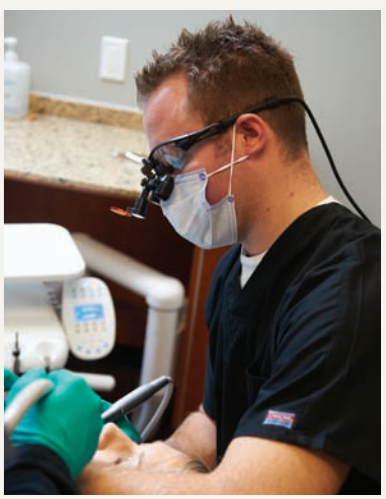
A new lease

When asked how the remodel has changed the practice John Sr. laughed and said, "We can pass each other in the hallway without having to turn." More seriously he added, "After 31 years in this industry, I suddenly have a new lease. I'm more excited about dentistry now than ever."

The doctors say that the whole staff is excited and reinvigorated. They work more efficiently, are better able to manage patient flow and can provide a more comfortable experience for everyone. Plus, having happier patients makes happier staff members.

As for working together, the father/son team says they have a dynamic working relationship and that they bring out the best in each other. John Jr. can seek out his father's guidance and clinical advice and John Sr. can go to his son for help with the new technology when he needs it.

When asked about plans for the future the doctors laugh. It's crazy to think that any changes need to happen. "We are happy with the staff, the facility and the area where we're located," said John Jr. "We have this beautiful new space with room to grow. It's the dream practice we've always wanted. We've set sail and now we can let the ship go where we've headed it and enjoy the ride." **PT**



For more information on John F. McMahon, DDS and John M. McMahon, DDS visit *mcmahonfamilydental.com*.

From left to right:
Back row: Dan Redifer, Marilyn Brandt, Rick Fabian and Scott Sluiter
Front row: Dr. John F. McMahon and Dr. John M. McMahon

PATTERSON TEAM

Dan Redifer, *Branch Manager*
Marilyn Brandt, *Territory Representative*
Rick Fabian, *Equipment Specialist*
Scott Sluiter, *Service Technician*

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