



Relocation a smart move

By Meagan Shand, BSc (Health Promotion)

Just six months after moving into her new premises, Dr Kathryn Rodrigues is employing a new practitioner and considering adding a further two new surgeries to optimize increased business activity.

Moving just 500 metres around the corner, the large 2400 sqm property was chosen for its potential for conversion and development. The block had been subdivided and the old two storey 1970's home converted to a ground floor level practice, surrounded by ample front and rear parking.

Access was an important consideration when choosing the new premises. The old surgery was located on a second floor, creating access problems for patients. The new surgery is spacious and uncluttered

with plenty of room to maneuver a wheelchair. It is equipped with an accessible toilet and has an accessible parking bay located at the front door. The Bay is visible to passing traffic, clearly advertising that the new Hills Family Practice is open for business for everyone.

Considering that one in five Australians or 20% of the population live with a disability and many more older community members have mobility challenges, creating an open and accessible practice is not only a smart business decision, it sends a welcoming message to the community.

Positive word of mouth is an essential marketing strategy in a small community. The Hills Family Practice is located in

Kalamunda; a small 'forest village' nestled in the Darling Ranges that overlook Perth. Dr Rodrigues said patients are 'very impressed and surprised' by how nice the new premises are. She described the old practice as "homely - we took all the positives of the old practice and moved it to the ground floor of our fresh new, modern premises".

The new look is cool, calm and classic. The simple uncluttered reception immediately puts patients at ease; the selection of neutral colours is naturally calming. Surgeries are large and modern and ergonomically designed for comfort and efficiency. Each surgery features seamless Corian tops; silent drawers and doors; and

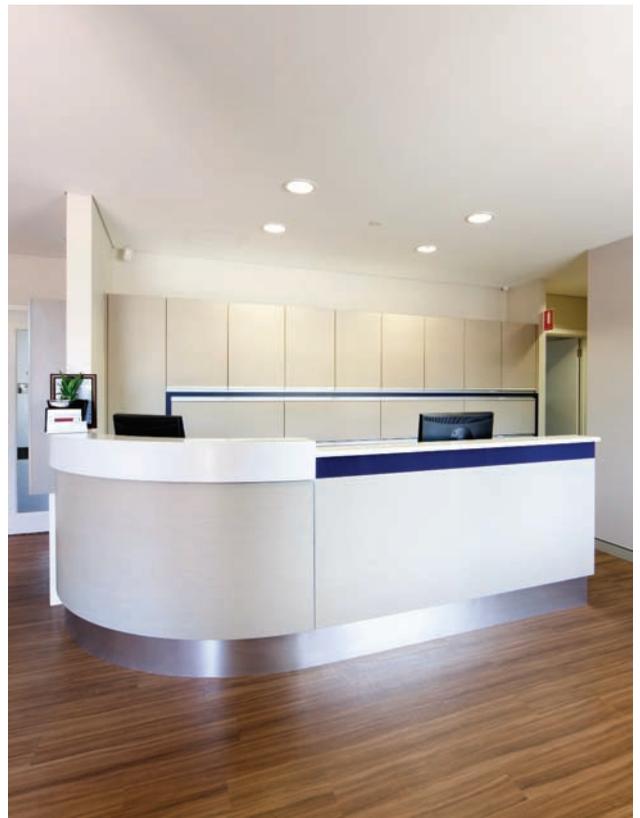


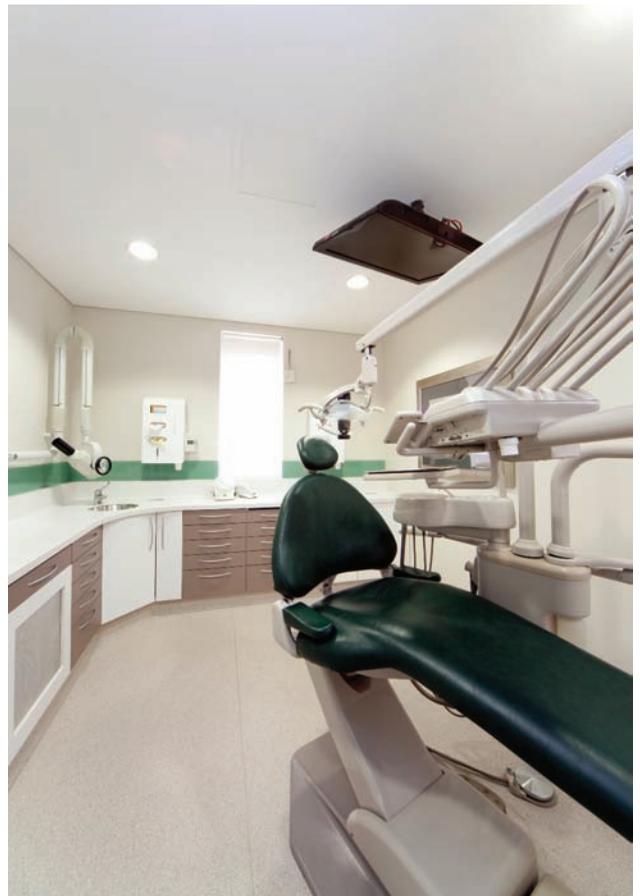
Photographer Karina Laverist, Third Eye Photography.



coloured glass splashbacks which capture the flourishing forest surroundings. Forrest Euro Package dental units have been fitted in each surgery, with pivot mount dental chairs, stools and operating lights; and easy access cuspidors installed by WADEC.

Dr Rodrigues said the biggest challenge of the job was dealing with local government to get 'change of use' approval for the premises; and having to meet regulations for car parking and sewerage. Extensive rock breaking was required to level the rear







block and build the car park; and a large limestone retaining wall had to be erected. It was a big job - but the results were worth it.

Dr Rodrigues advises other Dentists looking to relocate and develop to employ a project manager. Bill Elsegood from Dentpro provided total project management from start to finish. All the approvals, rock breaking, car parking and sewerage needs were undertaken by Bill; and he performed all aspects of the job from earth moving to design and construction. "Bill dealt with sub-contractors professionally and efficiently and the accuracy of his project management ensured we had minimal downtime and loss of business. We literally only closed for one week to move and set up in the new premises," she said.

Bill Elsegood company director, builder and project manager said "no job is too small or too big for Dentpro. We pride ourselves in providing a one stop building and design company, committed to providing quality products and service excellence".

Summary

The Practice

Principal	Dr Kathryn Rodrigues
The Practice	Hills Family Dental Centre
Type of Practice	General
Location	Kalamunda, Perth, Western Australia
Size	??? square metres
No of chairs	3

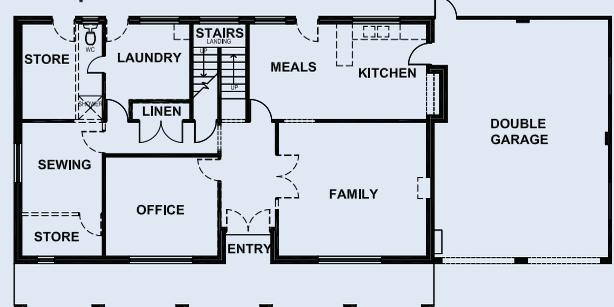
The Team

Design Company	Dentpro Dental Fit-out Specialists
Construction & Joinery	Dentpro Dental Fit-out Specialists
Project Manager	Bill Elsegood

Equipment

Units	Forrest Euro Package
Sterilisation	Mocom Millenium B2 and Runyes 22L
X-Ray	Castellini X-70 and Soredex Minray intra-oral x-ray units with Soredex Optime digital PSP system
OPG	Soredex ???
Compressor	Jun-Air 2000
Suction	Cattani Turbo Smart B

Floorplan - Before



Floorplan - After

