



## Cherrygum Dental proves going to the dentist can be fun!

By David Petrikas

**A** Perth dentist has struck on a novel concept to make going to the dentist something to look forward to, in a bid to encourage repeat visits and build up his newly established practice.

Perth-born Dr Troy Stokic sold his private practice at Kalamunda in the Perth Hills and moved to Applecross where he established Cherrygum Dental to be nearer to colleges for his children.

Cherrygum Dental was created by Dr Stokic purely with his patients in mind and consequently is as patient-focused as can possibly be imagined in a dental practice.

With the help of Perth dental design company, Dentpro, and contacts made through their interior designer, Dr Stokic has probably struck on a first in dentistry by setting up a “fun parlour” complete with gaming machines.

Dr Stokic explained that if kids had fun during their visits, they were more likely to want to come back for regular visits.

“I wanted to make the practice feel welcoming instead of the normal cold, clinical environment of a dental surgery which can cause fear and trepidation, especially among younger patients,” he said.

“Most kids already have PlayStations or X-Boxes at home and there aren’t many game arcades outside cinemas these days, so I wanted to make it fun for kids to come here and give them something they don’t normally have access to.”

The gaming machines at Cherrygum Dental are modern and state-of-the-art, including a collectible “Simpson’s” pin-ball machine, “Need for Speed” sit-in racing console and “Aliens” shooting game. “Most of the dads also like to

come here for their kids’ appointments, I just need to find a way to encourage the mums,” Dr Stokic remarked.

But it’s not just fun that motivates Dr Stokic and his entire team.

“As an industry, dentists have become very good at replacing lost teeth and strengthening broken down teeth with increasing technology and improved materials. But we have forgotten that it’s most important to look after what we have, hence our practice is heavily focused on preventive and conservative treatments, which also explains our interest in Invisalign,” Dr Stokic said.

The building, which was previously used as an accountant’s office, is actually a converted two-storey house. The renovation into a dental surgery sits comfortably with surrounding homes, with subtle





signage on the low front fence, paved parking area and subtly etched glass windows the only indication of a non-residential use. The interior of the building benefits from the double height windows at the front of the building, with the open plan layout helping brighten the reception area and waiting room.

As the practice covers all ages, the game parlour, while an obvious highlight, occupies a discrete space at one end of the open plan reception area/waiting room, within the overall context of an attractive modern surgery. A more conventional waiting room with coffee table and large screen television provides entertainment for adult patients.

In keeping with the practice name, bright colours are used on feature walls, upholstered stools and the distinctive 'Cherrygum' signage, with a separate nook devoted to an infants play area with







toys, low desks and chairs. The play area is characterised by giant 'pencil' pattern wallpaper, with actual colouring-in pencils and paper provided to occupy younger children.

A number of internal walls were removed by Dentpro which performed the fit-out together with associated business, Dental Intelligence, which installed a full suite of modern A-dec dental units, W&H sterilisation equipment, Acteon X-Mind X-ray generators and 'PSP!X' phosphor plate unit.

The dental therapist's surgery continues the "fun" theme with soft toys, bright butterfly, palm tree and parrot motifs and a colourful "Parrot" green A-dec dental chair with matching stools.



## Summary

### The Practice

|                  |                                      |
|------------------|--------------------------------------|
| Practice Name    | Cherrygum Dental                     |
| Principals       | Dr Troy Stokic                       |
| Type of Practice | General                              |
| Location         | Applecross, Perth, Western Australia |
| Size             | 200 square metres                    |
| No of chairs     | 2 + 1                                |

### The Team

|                 |                            |
|-----------------|----------------------------|
| Design          | Dentpro, Perth             |
| Construction    | Dentpro, Perth             |
| Project Manager | Bill Elsegood, Dentpro     |
| Installers      | Dental Intelligence, Perth |

### Equipment

|                 |   |
|-----------------|---|
| Units           | A-dec 500 and A-dec 300 chairs with A-dec 542 delivery systems  |
| Sterilisation   | Lisa Fully Automatic B+ steriliser with LisaSafe barcode label printer and W&H Assistina handpiece maintenance unit |
| X-Ray           | Acteon X-Mind X-ray generators  |
| Digital Imaging | PSP!X phosphor plate scanner  |
| Compressor      | Cattani K300  |
| Suction         | Cattani Turbo Smart B   |
| Software        | Dental4windows and Sopro Imaging  |

Dr Stokic's surgery is more minimalistic and professional in feel with white walls and a black dental chair and furniture. However, the colourful Cherrygum branding is continued throughout the practice with bright red contrasting cabinets and splash back stripes in each of the surgeries, the sterilisation room and semi-open kitchenette.

Dr Stokic has equipped the practice with state-of-the-art equipment, including a digital X-ray system and full instrument tracking to ensure cutting edge diagnosis and treatment.

Perth A-dec dealer (Dental Intelligence) proved a convenient choice, offering a one-stop-shop that was able to handle the build and fit-out (through associated company, Dentpro) and both supplied and installed all the equipment.

"Dentpro handled all the council approvals, the design, the fit-out and were very efficient and professional to deal with," Dr Stokic said.

Dr Stokic chose A-dec 500 and A-dec 300 dental chairs with wall-mount delivery systems that tuck away under the benchtop when not in use. "I've used A-dec in the past and have found them to be very reliable," he said.

"I like the simplicity of the A-dec chairs and their ease of use. I don't like the traditional dental chair arrangement with the instruments on the chair, whereas the wall-mount leaves the chair completely uncluttered. I also opted to go without a spittoon for

cosmetic and infection control reasons and with a good nurse, the suction works really well.

"I know there are cheaper chairs out there, but I went with A-dec because I wanted a professional feel for the surgeries and also they avoid frustration because of their reliability and hold their value," Dr Stokic said.

