



Log Home Dental

DR. JAY FOGERTY & DR. ELIO FILICE

There is only one stoplight in the small but growing community of Caledon East, Ontario.

Nestled on one of the corners of this intersection is a charming, log cabin-style building. Once, it was a model log home to showcase a local builder's skills. Now, it is a gorgeous, state-of-the-art dental practice.

In 2010, Dr. Jay Fogerty noticed a real demand for a dental practice in the area. As luck would have it, the building had become available, so Dr. Fogerty and Dr. Elio Filice subsequently purchased the property. For the design and planning stage, the two doctors chose the services of the professionals at Henry Schein Canada as part of their eight-year relationship with the company. The entire Log Home Dental team provided design input as well to help it feel more like a "home away from home" while they were at the office.

When the planning for Log Home Dental began, the doctors advised their Henry Schein Representative, Monica Chretien, that their practice would offer premium periodontics, endodontics, and general dentistry. The doctors and team members wanted to portray Log Home Dental as a quaint and welcoming establishment—just like the small town in which they reside. The team planned to become more active and philanthropic members



The wood finishes and oversized furniture in the waiting area give the impression of being in a living room.



The immense, two-story stone fireplace is functional and a real focal point in the reception area.

of their community by hosting pancake banquets and sponsoring downtown revitalization committees, basketball teams, entire soccer leagues, and numerous school events to help illustrate their philosophy, “Log Home Dental cares about you, not just your teeth.”

The existing building spanned 3,400 square feet, which was immediately utilized; an additional 1,500 square feet was added during the remodel for storage and earmarked for expansion of future operatories. All elements of design and construction/reconstruction were completed within 18 months. The most substantial hurdle to overcome was Caledon East’s very strict and specific zoning regulations: It was 6 months before Log Home Dental obtained the proper building permits.

The structure was lovely as a log cabin, but it was not necessarily the proper design for a dental practice. Monica, along with Henry Schein Planning and Design Consultant Odette Leger, had a simple but creative solution by adding internal dividing walls. This created the necessary modular rooms without removing any of the cozy atmosphere that was paramount in the design choices.

As an added bonus, the remaining exposed wooden beams of the pine ceiling absorbed the antiseptic scents that can be so unpleasant in dental offices.

Upon entering Log Home Dental’s waiting and reception area today, the first striking image is a large wall of natural-finish, knotty pine with expertly matched, retrofitted wainscoting. The eye is then drawn to the left to the immense, two-story stone fireplace, which serves the dual purpose of providing both comforting ambiance and functionality. To amplify the home-style log-cabin feel, the furniture is oversized and upholstered in earthy tones with wooden accents. And the slate-colored area rug in the center completes the impression of being in a comfortable living room.

The building has optimal space to house the four dentists, two hygienists, and two dental assistants, and with Henry Schein Canada’s assistance there is positive patient flow. The equipment and technology chosen facilitates increased productivity and enhanced patient experience. Throughout the entire building, the original slate flooring has remained: It not only incorporates the



The log-cabin atmosphere is carried throughout the practice—even in the operatories. Decorative light fixtures and wood beams add visual interest to the space.



ScanX from Air Techniques is a digital alternative to traditional film radiography and processes X-rays in a fraction of the time.

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opulent design factors of a more upscale practice, but also serves as an excellent retainer and reflector of the radiant heat.

In the sterilization area, there is a definite hint of advanced equipment mixed with the unique elements of the office design. The beautiful M&CC custom-made cabinetry is a perfect accent to the room and makes a great housing for the Tuttnauer Kwiklave Sterilizer. One of the cabinets has a provisional cutout designed for SciCan's HYDRIM Instrument Washer, which alone imparts a clean, cutting-edge look with its all-stainless steel body and parts.

Doctors Fogerty and Filice and the Henry Schein team spent extra time and focus designing the two operatories, knowing they would be the workhorses of the practice. Together, they decided on Pelton & Crane Spirit 3000 chairs due to their amazing ergonomics, standard features, reliability, and overall cost-effectiveness. One of the standard features of a Spirit 3000 chair is the ErgoSoothe™ massage, making it so comfortable, stylish, and thoroughly enjoyable for all patients. M&CC custom-made side and rear cabinets, chosen for their aesthetics and innovative storage solutions, complete these clinical suites.



A stylish staff meeting area can be found on the upper level of the practice.



Even the wood staircase leading to the upper level is an indicator of the high level of craftsmanship that has been used throughout the building.



The Cranex NOVUS from Soredex is designed for offices who demand a first-class panoramic system at an affordable price.

Monica and Odette, along with their team at Henry Schein Canada have, once again, demonstrated the ability to take a few good ideas and turn them into a great practice. Doctors Fogerty and Filice had a vision to create a practice with a different and appealing look, and a philosophy based on comfort rather than fear when visiting the dentist. The practice generates great revenue, and patients cannot stop talking about how serene and beautiful the atmosphere is. Their team members love the new office, too. It has definitely reduced stress and brought everyone closer together. Log Home Dental is truly “a home away from home” for everyone who enters.



The wood-laminate coverings of M&CC's custom made cabinetry tie beautifully into the finishes throughout the practice.



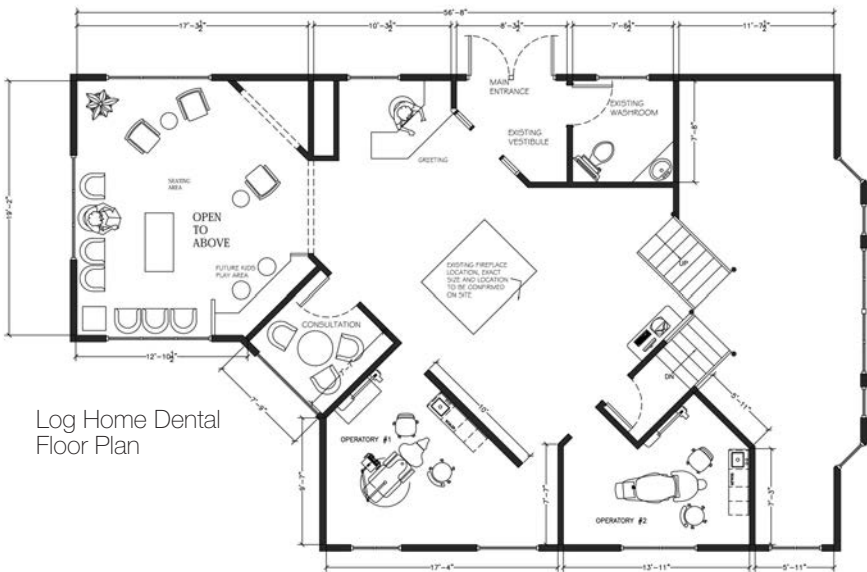
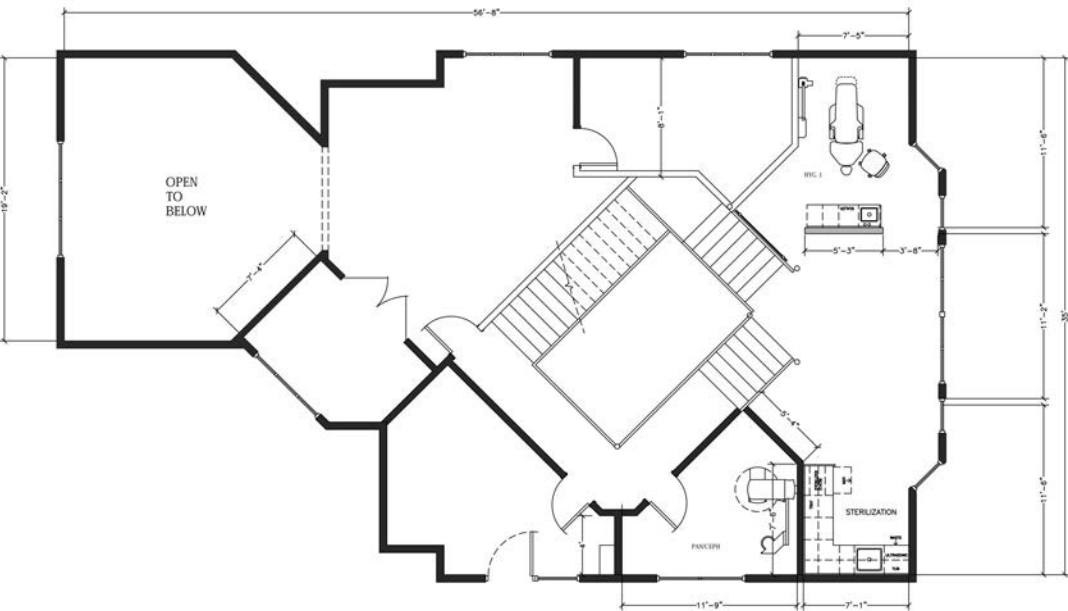
The consultation room is open and inviting to help patients relax when discussing various treatment options.



The Spirit 3000 dental chairs from Pelton & Crane include their ErgoSoothe™ massage feature—an added perk for patients to help them relax.



Dr. Jay Fogerty and Dr. Jessica Temple with their staff.



Log Home Dental Floor Plan

Equipment List

- Air Techniques AirStar 50 Compressor
- Air Techniques STS Dry Vacuum System
- Air Techniques ScanX Digital X-ray Processor
- M&C Side/Rear Cabinets
- M&C Stericenter
- Pelton & Crane Spirit 3000 Chairs
- Pelton & Crane Spirit 1500 Delivery Unit
- Pelton & Crane Spirit 2000 Stools
- Pelton & Crane HELIOS 3000 Light
- Porter Instruments MDM Nitrous System
- Progeny Preva DC Intraoral X-ray
- SciCan Hydrim Instrument Washer
- Solmetex HG5 Amalgam Separator
- Tuttnauer Kwiklave Sterilizer