

Wentworth Family Dental

DR. JEFF WAKEFORD & ASSOCIATES



As with any business, it is crucial to stay current with the market you serve and evolve to meet present and future demands.

Dr. Jeff Wakeford purchased Wentworth Family Dental from Dr. Nenad Vrbancic in January, 2011. Its prime location in Calgary, Alberta, plus its existing equipment and new building, were all highly attractive features that offered much business potential. The site had already undergone a remodel in 2008. However, Dr. Wakeford soon realized that with only three functional operatories, the practice undeniably needed an expansion to meet the needs of his clinical staff and fast-growing patient base.

He contacted Henry Schein Canada Sales Consultant Ron Poch, who was thrilled to be a part of this chapter in the new doctor's career. "I had a great relationship with Dr. Vrbancic through the years," he shared. "His positive experiences with our company were passed along to Dr. Wakeford." Poch set up business discovery meetings with the doctor to gain a clear understanding of his vision for Wentworth Family Dental. He also performed a practice analysis to review Wentworth's business strengths and future opportunities. "Dr. Wakeford found these meetings [to be] very informative," he continued, "and [that] has certainly strengthened our relationship. Henry Schein Canada takes great interest in ensuring a practice is running at its optimum level of



The beautifully crafted reception desk is finished in dark-stained woods and textured cobblestone accents—a real focal point of the waiting area.

production—our business is dependent on their business.”

The new design of Wentworth Family Dental conveys an atmosphere of warmth and relaxation throughout its 3,000-square-foot space. “I love the sheer elegance of the reception area,” said Ron Scott of Scott Design. “You almost feel like you’ve entered a hotel lobby.” A beautifully crafted reception desk finished in dark-stained woods and textured cobblestone

accents serves as the main focal point. Patients have clearly noticed. This hotel-style design is carried down the main hall to the clinical area through the use of large quarry tile flooring and high painted ceilings with lighting from dropped chandeliers and valances.

The office expansion includes two more functional operatories with a third space that can be converted in the future. In keeping with the existing space, large



Large quarry-tile flooring, high ceilings with chandeliers, and valances convey the atmosphere of a high-end hotel lobby.



Dr. Wakeford wanted delivery systems with a wide variety of integrated options – Pelton & Crane’s Spirit 3000 line achieves this requirement and offers a complete line of high-quality operatory equipment and cabinetry.



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windows offer patients a view to the wooded landscape surrounding the building, and the abundant natural light works well to complement the darker color tones of the interior décor. All operatories contain Pelton & Crane's Spirit 3000 chair packages with M&CC's side and rear treatment cabinets. "Dr. Wakeford wanted chairside delivery systems that offered a wide variety of integrated options such as curing lights, intraoral cameras, and electric handpieces," Poch explained. "Pelton & Crane has a wide selection to achieve this and has proven itself to be a top-quality line of equipment."

"Patient referrals have increased dramatically in just over 18 months, and the updates made to the practice are driving and supporting that growth."

Dr. Wakeford has also brought the modern age of digital dentistry to his practice with the integration of DEXIS Platinum intraoral sensors, DEXcam 3 intraoral cameras, Sirona Orthophos XG5 digital pan and DENTRIX practice-management software. "We're in a very exciting time for dentistry," declared Equipment Specialist Jason Carway. "These technologies are not only industry leaders in their respective fields, but they can also be merged together into one networked solution. We recently updated [Wentworth Family



Sirona's Orthophos XG5 digital pan is the ideal imaging platform for dentists who want to actively plan and shape their futures. Dr. Wakeford recently upgraded his pan with a cephalometric arm to expand into orthodontic services—technology that grows with you.



M&CC's customized steriocenters make it easy to integrate a variety of different infection control equipment.

Pelton & Crane's Spirit 3000 chairs come standard with their ErgoSoothe massage feature—a real hit among patients.

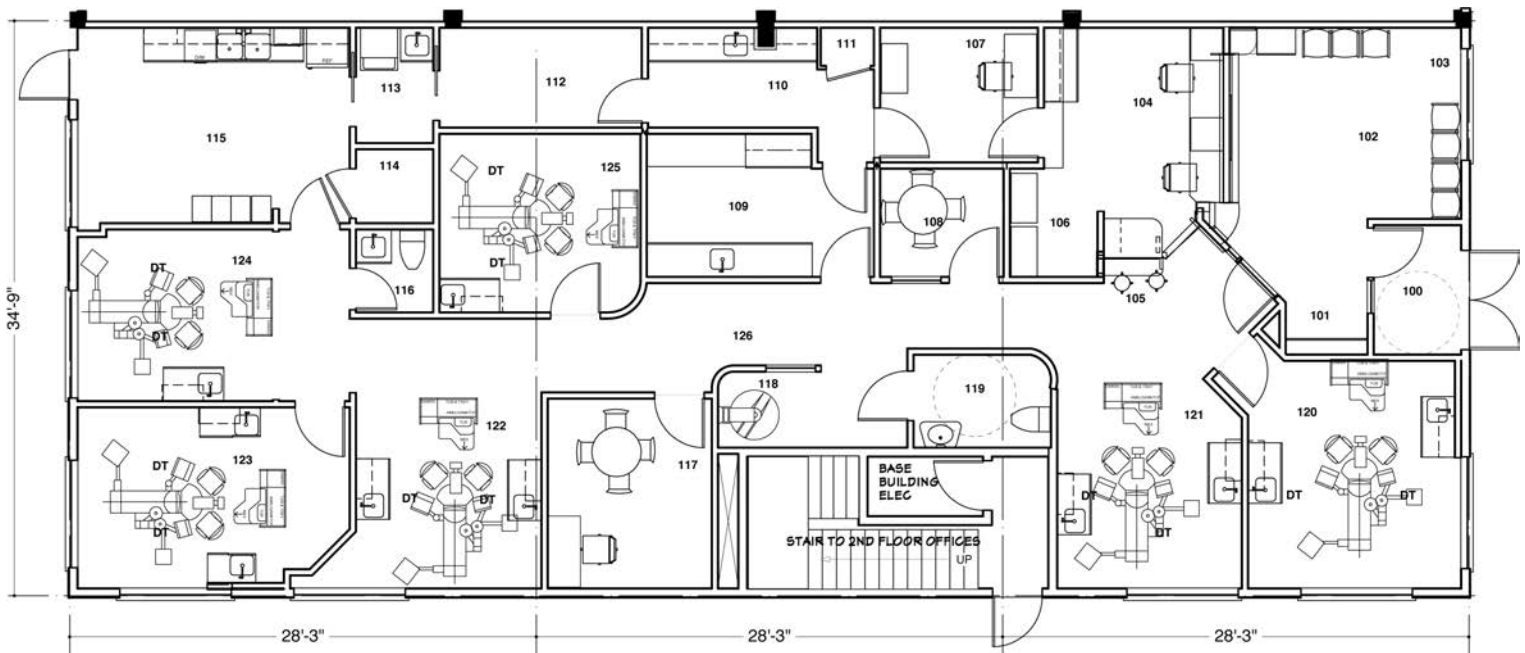
Dental's] Sirona XG5 digital pan with a cephalometric attachment so [Dr. Wakeford and his staff] could expand into orthodontic services. Their investments today can grow with them in the future.”

Wentworth Family Dental succeeds in creating an image that reflects the high-quality dental care they provide to their patients. “I’m very happy to have partnered with such a professional and competent organization as Henry Schein Canada for this project,” said Dr. Wakeford. “Patient referrals have increased dramatically in just over 18 months, and the updates made to the practice are driving and supporting that growth.” The office staff is equally proud and excited to be in such a modern and progressive working environment; they receive applications on a regular basis from colleagues who are interested in employment.

Surprisingly, if you believe Dr. Wakeford is content with all of the updates he has made to this point, guess again. He is already planning for another expansion from the main floor of the building to the second floor and is considering adding six more operatories. His philosophy: to serve the community and evolve to satisfy his patients’ ever-changing needs.

The waiting room includes an area for their smaller patients and includes all of the amenities necessary to help keep them calm.





Wentworth Family Dental
Floor Plan



Left to right: Dr. Jeff Wakeford; Ron Poch, Field Sales Consultant; Jerry Campbell, Service Manager; Troy Gibson, Office Manager; Greg Christensen, Branch Manager—Calgary

Equipment List

- Demandforce Practice Marketing Software
- DENTRIX Practice Management Software
- DEXIS DEXcam 3 Intraoral Camera
- DEXIS Platinum Sensor
- GURU Patient Education Software
- KaVo Electric Handpieces
- KaVo Quattrocare Handpiece Unit
- M&CC Side/Rear Cabinets
- M&CC Stericenter
- Pelton & Crane Spirit 3000 Chair Packages
- Pelton & Crane Delta Q Sterilizer
- Porter Instruments MDM Nitrous System
- Progeny Preva DC Intraoral X-ray
- SciCan Aquastat Water Distiller
- SciCan Hydrim Instrument Washer
- SciCan Statim 2000 Sterilizer
- Sirona Heliodont Plus Intraoral X-ray
- Sirona Orthophos XG5 Digital Pan
- Solmetex HG5 Amalgam Separator