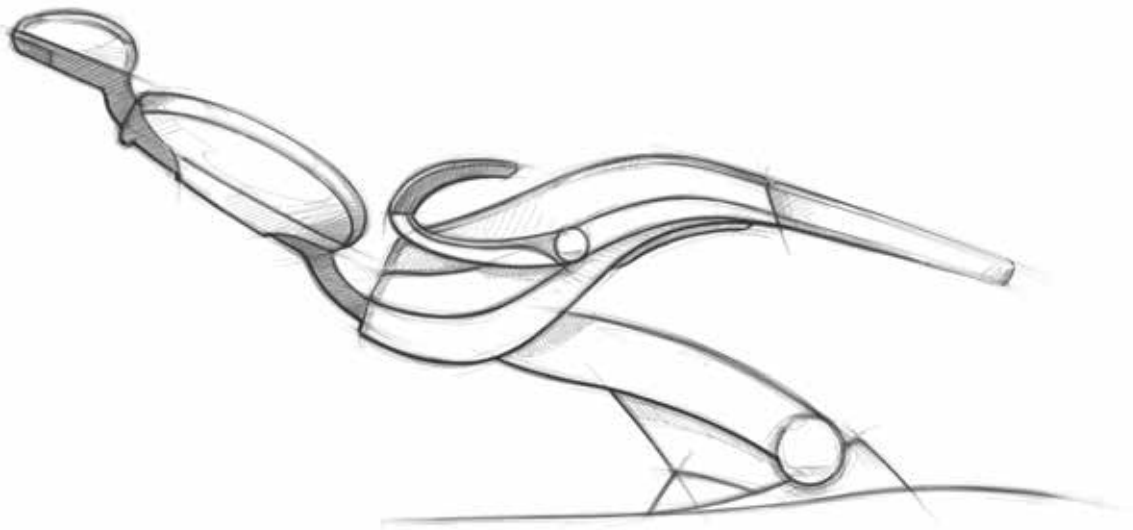


trends

Design Inspirations
2019-2020



by Dentsply Sirona Treatment Centers

It's all about
keeping
the balance.



New saddle stool

Theo – the flexible one

NEW: Theo completes the ergonomic working stool portfolio for Treatment Centers by Dentsply Sirona. The saddle stool combines the healthy posture of standing with the advantages of a stable and comfortable sitting. The balance mechanism as the special highlight allows a maximum of flexibility in your workflows.

dentsplysirona.com

trends Editorial

Dear Reader,

You are holding in your hands the latest issue of the exclusive Dentsply Sirona trenDS magazine that is truly definitive in highlighting design trends within the dental sector.

For this 2019/20 edition, we have discovered four exciting new directions among dental practice designs all over the world: Mindful Clarity, Striking Energy, Sensitive Luminance and Refined Luxury. Our visits to no fewer than 14 clinics have resulted in detailed portraits of our customers at the workplace, illustrating how their creativity and imagination impact on the design and daily running of the modern practice.

Our interviews for this issue have taken us to eleven countries. With the widespread selection of clinics across three continents, we offer you a unique insight into those global trends that inspire, motivate and drive dentists.

One recurring theme we found when talking to practitioners was their need to make the patient's visit a wholly positive, relaxing and comfortable experience. Often inspired by travels abroad they want to create a homely place for wellbeing. A maximum degree of convenience combined with highest quality, cutting-edge technology and treatment methods is the unifying vision among all dentists interviewed. A noticeable understatement manifests that everything is centred around patient needs.

While such high-class and exclusive interior design can only be achieved with the help of external experts, it is a delight to see how our customers integrate their own creativity and ingenuity. Many regard their practice design as an extension of their personality and this certainly helps dispel the image of the dental clinic as a cold, sterile place.

In addition to the personal interviews with dentists around the world, we have also included some interesting background articles on lighting concepts, premium quality, a look at the patient experience in general and a myriad of stunning photos showing new trends and interior accessories for your inspiration.

What they all have in common is that they bear witness to the high degree of commitment and professionalism in today's dentistry.

We wish you a pleasant read.

Susanne Schmidinger



Susanne Schmidinger
Vice President
Global Brand Marketing & Clinical Affairs
Equipment and Instruments



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Solutions

“Digital integration is vital for us!”

Within the context of designing a new practice, special focus is placed on the treatment center - the core of the facility. If one were to sketch a diagram of all practice workflows, this is where all the threads would come together. The treatment center is therefore the pivotal point for seamless processes and a cornerstone of clinical and economic success, as well as patient comfort. Modern units provide integrated functions and digital technologies to effectively support workflows and ensure streamlined processes in the practice. The individual requirements of users can differ greatly. Dentsply Sirona maintains a constant professional exchange and interaction with its customers. This gives the company a realistic understanding of its users' needs, enabling it to incorporate this knowledge in the development of new products. The trenDS editorial staff interviewed two dentists to find out more about their workflow and about the solutions that work best for them.

Dr. Karsten Döring has a dental practice in Erfurt, Germany; **Dr. Carlos Barrado** has his practice, the Clínica Barrado, in Barcelona, Spain.



Dr. Carlos Barrado
Clínica Barrado,
Barcelona, Spain



Dr. med Karsten Döring
dental practice,
Erfurt, Germany



Mr. Barrado, Mr. Döring, both your practices offer a wide range of specialist services including orthodontics, children's dentistry, endodontics, parodontology, general dentistry, and aesthetic and surgical dentistry. We would like to discuss the workflows in your practices and find out, taking into account the complexity of the services you provide, which integrated solutions you benefit from most.

KD: In my case, the focus is on organizing the instruments needed and their interconnection. The most extensive treatments in our practice are those involving complete restructuring performed under general anesthesia. These operations are full of surprises and one never knows beforehand what one will need. This is why I want all the necessary devices to be within easy reach and, ideally, integrated in the treatment center. This saves time and creates additional space for increased mobility.

Could you be a bit more specific Mr. Döring?

KD: We initially performed large restructuring under general anesthesia on operating tables. This meant positioning all the mobile stand-alone units next to the operating table, which obstructed our workflow and restricted the mobility of our operating team. I eventually decided to switch to the Teneo treatment unit. Why? Many of the functions are integrated and my control element with 7 instrument positions responds at the touch of a button. The motorized features enable me to move the unit into virtually any conceivable position, and the lounge upholstery provides comfortable and safe support for our patients, even when they are under general anesthesia.

Mr. Barrado, you also work with Dentsply Sirona treatment centers - by force of habit or by conviction?

CB: By conviction! When I established the practice, my first treatment center was made by Dentsply Sirona - at the time Siemens. I had no problems with it - I was satisfied and happy. And nothing has changed. We are currently using one C2 and two C8 units as well as two Intego units. Maintenance and repairs are minimal. And the ergonomics are such that it makes everyday work easier. One of the things I like best in all of the Dentsply Sirona units is the intuitive operation, the simple workflow, and the quality of work with full integration.

Solutions

With an extensive range of integrated functions, Teneo adapts perfectly to the dentist's workflow – and not the other way round.



Digital solutions help dentists ensure efficient workflows and give them permanent access to all the relevant information.



What integrated functions in the treatment center do you use?

CB: My patients are surprised and enthusiastic when, directly from the unit, a digital intra-oral camera captures images, which are displayed instantly on the screen. Among other things, I use it to provide my patients with information, and evaluate the situation before and after treatment. This visibly strengthens the relationship of trust with the patient.

Mr. Döring, have you had experiences similar to those of your Spanish colleague?

KD: Since I perform numerous surgical procedures, I appreciate being able to take X-rays using a digital sensor, directly in the dental chair. I also use it to communicate information to my patients on the screen. To me the integrated X-ray is particularly important during surgeries because this is a situation in which the patient is seldom mobile. Furthermore, we also treat patients with special needs or reduced mobility. This saves time and provides the highest degree of comfort for the patient.

Let's take a closer look at the digital solutions.

Mr. Barrado, how important is digitalization in your clinic?

CB: Digital technologies have greatly pushed integration forward. And that is vital for us. We installed CEREC in my practice thirteen years ago. At the time, we belonged to the digital pioneers in Barcelona. Today, our practice is in every respect fully digital. The individual modules in our workflows are interconnected. This is a major step forward and it makes us stand apart from the others.

But doesn't digitalization imply that the team must be willing to learn?

CB: The manufacturer and the dealer partner provided support from the moment the first digital instruments were installed. It also involved the integration of new workflows in our practice processes. As a result, the conversion to digital dentistry proceeded swiftly. However, the entire staff must be involved in the process. It motivates them and they enjoy working with it.

Mr. Döring, do you also rely on full digitalization like your colleague in Barcelona?

KD: We have upgraded digitalization in our practice to the currently highest possible standard. Since 1991 we have been working with fully digital treatment documentation and the matching archive system. We use a completely digital system of material and instrument administration, as well as patient information.

... and in the clinical sector?

KD: The timesaving, quality and safety aspects of digital workflows are particularly useful in implantology. We work with DVT Orthophos SL and use traditional backward planning with drilling templates for 90 percent of our implants. We also use them to expose the implants. The entire process is a real step forward, providing reliable planning, efficiency, and maximum substance preservation. We have a large base of approximately 10,000 patients between Hamburg and Düsseldorf. This is strong evidence that our workflow processes and our services are up to date.

How do your Spanish patients respond to digital solutions, Mr. Barrado?

CB: They notice the benefits in their own body. Take CEREC for instance. Patients need to invest less time – everything is taken care of in a single treatment session. For surgical treatments, we can virtually demonstrate and explain the operation to our patients. The manual work, the staff, and the technical equipment provide the dentist's credibility. A dentist who invests in technology is a dentist who engages with his profession, and his patients experience their visits to the dentist in an entirely different way.

Mr. Döring and Mr. Barrado, thank you for your time. We wish you continued success and enthusiasm for your work, and in finding individual solutions for your patients.

Mindful Clarity

Nordic influences, the deliberate use of materials, and a subdued design vocabulary are found in this balanced and understated ambiance. Natural materials and quiet colors bring a pleasant and calming atmosphere in dental practices equipped with modern technology.

Moderation, clear and sophisticated detailed solutions set the tone for the interior design, but also for the selection of furniture and lights. These highlight traditional craftsmanship and come from factories with aspirations to quality. Certified, authentic materials and conscious, responsible manufacturing methods show concern for sustainability.

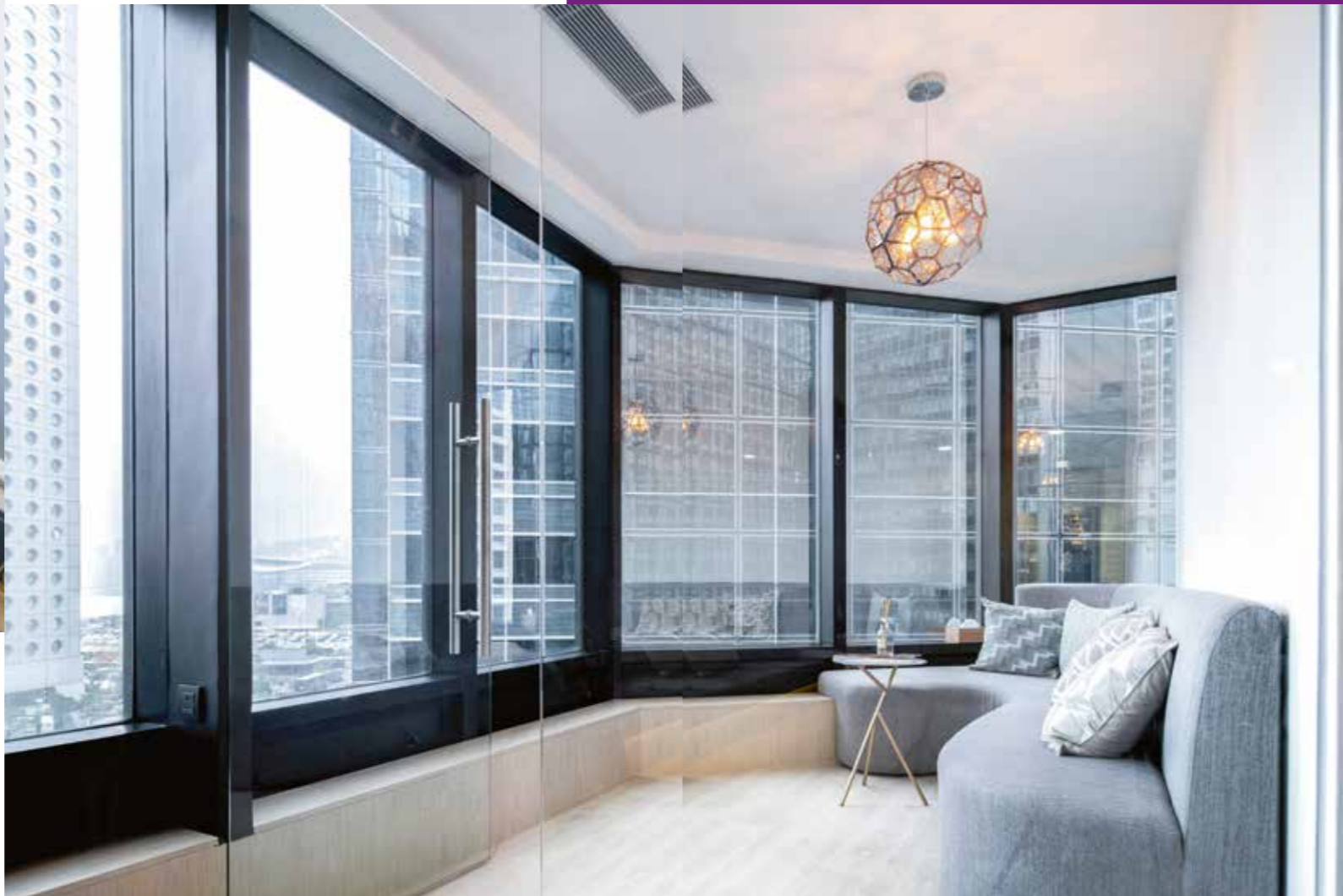
This style is found in carefully refurbished factory buildings, whose rough charm creates an attractive contrast to the clear, modern design. At the same time one encounters the style in all the major cities around the globe; often in modern high-rise locations flooded with light.

Mindful Clarity

A Breathtaking View

“With a view
like this, who
needs pictures
on the walls?”

MAC Sedation Centre
Hong Kong, China



Dr. Edward Tam doesn't need to think for a long time when asked about his mindful clarity: "The most precious moment of my day is sipping my coffee and watching the sun rise over the wide, open harbor. That's when I'm at my clearest." And the view over Victoria Harbour is certainly the most prominent and attractive feature of the MAC Sedation Centre. Especially in Hong Kong, where windows in clinics are often a luxury.

Conveniently located in the middle of the island's business district, the center only opened at the beginning of 2018 and first had to free itself of the stark, modern look of the office building it's housed in. Dr. Tam is the first to admit that the purpose-built design reflects his personal taste: "I worked with designers on the new practice, but a lot of the final result is my own input. Like the colors and the use of wood for a homely feel. There are lots of curves - even in the doors - to break with the squares of the building. There's also a specially designed, curvy sofa that forms the focal point of the waiting room."

Apart from a bright coffee area, the overall mood in the practice is clean and modern, maintaining a hi-tech look throughout. The cupboard doors and drawer fronts are furnished in colors contrasting with the Intego chairs. The center is outfitted with Dentsply Sirona equipment, including a new 3D X-ray machine. One room is used solely for recovery and is particularly comfortable, as patients may stay up to one hour following sedation. This is the clinic's main benefit: a private practice environment for dentists and other specialists to treat their own patients under monitored anesthesia care (MAC). The clinic has a permanent staff of four, with dedicated nurses for anesthesia, and most doctors bring their own assistants when they use the facility.

With four or five people working at any one time, it is important that the rooms offer sufficient space. The large windows overlooking the harbor emphasize the feeling of space and openness, "so people feel relaxed and not trapped," explains Dr. Tam. This equally applies to those accompanying the patients, which is why the designer sofa is positioned directly in front of the window.

Once the sun sinks over the horizon, the special use of LED lighting maintains the overall modern look of the practice. This is complemented by an eye-catching figure-of-eight lamp in the waiting area and a stylish pendant light in the recovery room. "I must admit this has more of a decorative than a practical function, but it does contrast nicely with the other colors there," he explains.

Mindful Clarity

MAC Sedation Centre
Hong Kong, China

On the technical side, the MAC Sedation Centre has a laser projector for showing relaxing movies as well as patient X-rays and for training purposes. This is an important aspect for the clinic, as Dr. Tam and his team offer anesthesia talks to medical doctors and will soon extend this to dentists, too. Regularly guests from Mainland China visit the facility to make use of the Dentsply Sirona treatment centers for treatment demonstrations.

Gazing out over the harbor, Dr. Tam muses, "If I had to explain our center to someone who has never seen it or photos of it, I would compare it to the nearby shopping mall, Pacific Place. Very up-market. And if I were to compare it to music, then I think of the natural, relaxing sounds you hear in an exclusive spa. And if the practice were a brand of car, it would be a Jaguar. A modern classic." In any case, he seems to have hit the right note, as most patients compliment him on the modern yet comfortable feel of the clinic. And, of course, the view.



Dr. Edward Tam
MAC Sedation Centre,
Hong Kong, China



Dr. Edward Tam relies on his Intego TS and Orthophos SL



Nordic Influences in Japan



Smile Plan Oak Dental Clinic
Osaka, Japan

Mindful Clarity

Smile Plan Oak Dental Clinic
Osaka, Japan

Feel welcome in an open and cozy atmosphere.

Would you visit the Starbucks of dental clinics? Chairman of the board Dr. Koichi Yamamoto certainly hopes so. He already owns two successful Smile Plan clinics in Ibaraki and Takatsuki, Japan, but his crowning achievement is his latest one – Smile Plan Oak. It is a mid-sized, community-based dental clinic located at the corner of a busy street right next to Ibaraki railway station. The clinic currently employs three doctors, two dental hygienists, three assistants, and one receptionist. Although it has not been long since the opening, the number of patients is on a steady rise.

Enter with a smile

Smile Plan Oak's wide façade instantly makes patients feel welcome: "I always place importance on the impression it gives from the outside. I do not believe there are differences between the dental business and, say, cafes like Starbucks or beauty salons. With the interior of Smile Plan Oak, we are dispelling the stereotypes of how a dental clinic should look like. Many go to Starbucks not just to have a cup of coffee, but because they are attracted to communication and coziness there. We are striving to emulate that atmosphere. We aim to present the practice space as a cozy venue for people to feel welcome and to gather and communicate openly. I think dental clinics today should be more open."

Indeed, one of the first things visitors notice is the spaciousness inside the clinic. There are no solid walls separating the units and there is a strong sense of consistency everywhere. From the entrance through to the waiting room and the counselling room, the atmosphere remains consistent, even though each space has a different finish with different textures. There is a detectable Scandinavian influence, a careful handling of materials and a discreet design language, creating a balanced and unobtrusive ambiance: "Every detail is there for a reason. For example, the green walls of the counselling room have a calming effect on anxious patients and the carpeting in the waiting room creates a welcoming, cozy feeling."



Smile Plan Oak in Osaka uses Intego TS



Looks can be deceiving

At first glance, it is difficult to recognize the clinic as such until the patient steps into a treatment room: "This is the heart of any dental clinic. But in order for me to decide on the layout and design of the treatment rooms, I had to consult with my designer about the treatment centers. After seeing their pattern, my designer remarked that Dentsply Sirona's units would be quite easy for him to incorporate. They are extremely compatible with the interior of all my clinics, even though each one has a different concept. I think that when treatment centers are designed at a high level, they are easier to incorporate within already existing concepts."

About his designer, Dr. Yamamoto says: "We have been working together for more than a decade now. The designer has done all three Smile Plan projects and understands the concept of the Smile Plan Group: not to separate the flow of patients and staff. It is better for staff to have as much contact as possible with patients."

"Personal taste is completely irrelevant"

When questioned whether his own taste has influenced his design choices, Dr. Yamamoto is quick to point out: "Absolutely the opposite. I think personal taste is completely irrelevant. A dental clinic is not my personal space. It is a space where medical staff and patients can spend time comfortably, a functional place for the provision of good treatment. In my personal opinion, my taste is not relevant here."

A global influence

Dr. Yamamoto's overseas experience, however, has been an influential factor: "I'm always looking at things from a global perspective. I go abroad several times a year and participate in training along with staff doctors. I often like what I see there – the discreet restraint, the choice of furniture and lighting. There is room for improvement in Japan. I try to think in a global standard, rather than the domestic standard. For example, in terms of digitization and hygiene alone, Dentsply Sirona was the clear winner for me."

Dr. Koichi Yamamoto
Chairman of the board
Smile Plan Oak Dental Clinic,
Osaka, Japan



Mindful Clarity

Less Is More



Dental practice in the boiler house

Dr. Marcel Gutsuz is a genuine “Nordhorner.” He was born and raised directly on the border to the Netherlands. This is also where he opened his own dental practice in 2014. Nordhorn was once one of the centers of the German textile industry. Fashion giants including Karl Lagerfeld purchased fine fabrics for their collections here. Today this is only evidenced in empty production halls. Marcel Gutsuz found the ideal location for setting up his business on the site of the former B. Rawe & Co. textile factory, and became the first tenant in a former, but now gutted and redeveloped boiler house. Dr. Gutsuz treats his patients where steam turbines once powered the textile machines.



Dr. Marcel Gutsuz
Nordhorn, Germany

**Light-flooded
through and through.**

A risk? “No,” says Marcel Gutsuz. “If you are the first tenant, you have to set the agenda for the entire house and the area. I wanted the visual appearance of my dental practice to set a trend: aesthetic, high quality, and modern. I do not make metal-colored crowns, and so I do not want laminate flooring from the DIY store.” Dr. Gutsuz now uses all five treatment rooms. This is the capacity limit he wants. Together with two salaried dentists and another ten employees, he takes care of his patient base, which has significantly increased since the dental practice opened. This is also due to the fact that other colleagues have established their surgeries in the building complex. Dr. Gutsuz maintains lively referral relationships with the neighboring oral and maxillofacial surgeon as well as an orthodontist, which benefits everyone.

Five identical treatment rooms for smooth processes

He wanted the dental practice to be bright and flooded with light. Another important aspect was a flexible design, enabling him to expand the spaces at a later date. The loft-like corpus of the boiler room permitted him a large degree of freedom in the partitioning of the individual functional spaces. From the very start, Marcel Gutsuz decided to have short distances between the treatment rooms and the separate wing with X-ray, sterilization and lab facilities. His goal was to enable streamlined and efficient workflows. This vision included furnishing all the treatment rooms with a standardized setup. The same furniture and the same drawers in the rooms contain everything needed for treatment. Neither the materials nor the dental instruments are visible, there is no need to hectically wander around or search. Dr. Gutsuz uses Sinius Treatment Centers with a motor-driven headrest to treat all his patients. In his opinion, the Dentsply Sirona Treatment Centers are design objects in their own right, and he says, “There is a stringency in the design and one immediately sees that it is a ‘Dentsply Sirona,’ even if it is an entirely new model. This also applies to the operation concept. Whatever model one uses, one always knows how it works and where to reach.”

Mindful Clarity

Dr. Marcel Gutsuz
Nordhorn, Germany

Thirteen-foot ceilings bring light

With an average 13-foot ceiling height, the upper sections of all the interior walls feature 4-foot high glass elements. This allows daylight to fall into the farthest corner of the practice. The waiting area consists of a glass cube – a space within a space. One does not feel confined here. The floor-to-ceiling windows create the impression that exterior and interior limitlessly merge into each other – a genuine “infinity” effect. Once the daylight wanes, large, glare-free lights as well as an LED strip on the ceiling compensate for the lack of daylight. The color temperature of the light is set to a warm tone in the entire practice. The sources of light can also be dimmed separately so that a different mood can be created if necessary. The warm wooden tone of the floor harmonizes with the entirely white backdrop of the walls and the furniture. In principle, the setting can be described as minimalistic – individual objects have a greater impact. Therefore, they have deliberately dispensed with lavish decorations. The only exception is an arrangement of small, colorful paintings by a local artist in the waiting room. Dr. Gutsuz explains this design with a wink, “We are neither a gallery, nor a wellness oasis, nor a newspaper stand. We are a dental practice; discussions and treatments are what matter here, not entertainment. The clear, modern aesthetics of my practice blend in well with this concept. Against this reserved background, the focus is placed on the individual, and this noticeably contributes to a successful treatment.” Asked which element makes his practice unique, Marcel Gutsuz replies, “... the people who work here.”



Dr. Marcel Gutsuz
Nordhorn, Germany



A Feel for Spaces with Impact



CLINICENT Milchbuck
Zurich, Switzerland

Mindful Clarity

CLINICENT Milchbuck
Zurich, Switzerland

Sometimes trivial childhood experiences impact your entire life. A regular visit to a restaurant at Schaffhauserstrasse 113 in Zurich paved the way for Dr. Thomas Degen. His mother had an ophthalmology practice in the neighborhood, and sometimes took her children out for lunch to the restaurant at No. 113. Perhaps it was the family environment of the location that contributed to the boy's future decision to become a dentist – and work in the practice located above the restaurant.

Years later, Thomas Degen became a dentist and actually applied for a job in the aforementioned practice, where he spent the next ten years temporarily covering for vacationing colleagues. During this period he formed the idea of taking over the practice. However the plan came to a halt because one part of the practice space was rented out as an apartment. Now a well-established dentist, Thomas Degen reluctantly searched for an alternative, and opened his own small practice in 2010. But just when it was completed, he received the news that his dream practice was available. Thomas Degen remembers that exact moment, "I was 40 years old and thought 'now or never.'"

The family project

The dentist commissioned his sister, Iria Degen, an internationally acclaimed interior designer, with the extensive refurbishment of his dream practice. His sister had already convincingly designed his first dental practice. "I had no clear idea about the design but a number of ideas about colors, forms, and materials," said Thomas Degen. "I appreciate my sister's excellent feel for spaces. In addition, she was able to give the right weighting to my ideas and realize a wonderfully harmonious balance in the overall concept." Iria Degen initially focused on the challenging geometry of the spaces. The floor plan shows a curved front on the street side. This basic form became the determining factor in creating an aesthetic connection between the house facade and the inner spaces for the layout of the practice. Iria Degen explains, "We did not ignore the curves of the outer walls, we included and exposed them instead. And then teased out the treatment spaces like small slices of cake out of this arch."



A harmonious concept for challenging spatial geometry.



Dr. Thomas Degen's patients sit on the Teneo



Dr. Thomas Degen
CLINICENT Milchbuck,
Zurich, Switzerland

The coziness venture

The practice seems very personal in many areas. The waiting area evokes a comfortable living room. Individual pieces of furniture stand alone in the room; for instance there are oblong stools, where the patients can sit or place their bags and garments. The back office for the employees also follows this personal concept. "When I redesigned the practice, I wanted to avoid a hectic and agitated atmosphere – for the patients as well as for the team," says Thomas Degen. Iria Degen explains how she realized this design concept, "Our basic attitude was the ideal interplay between function and aesthetics. This provided the basis for all of our design decisions. I would call it a coziness venture." The waiting area is not the only space that encourages patients to linger. There are also the columns clad with round glass-ceramic tiles in the hallway in front of the treatment rooms and the X-ray room. But the highlights are the circular lounge seating modules with a 360-degree swivel. Thomas Degen is pleased that they are very popular, and says, "I see people who sit on them to read or to simply relax. Some people even say that they would like to move in here."

Accents in motion

When designing a clinical facility, Iria Degen knows that she carries a very special responsibility, and says, "Whether one likes or dislikes something is always relative. However, in a practice one must take the functional and practical aspects into account, and not polarize with the design." This is why accessories, art, and glamorous elements are only used very subtly in Thomas Degen's practice. Metal curtains move slowly when there is a faint draft and reflect the light. The series of copper and brass paintings created by Nils Nova exclusively for the practice also plays with the reflections. An aquarium with an open view from two sides is integrated in the wall in the hallway and is part of this overall staging. Practice owner Thomas Degen has noticed the positive impact the design of his practice has on his employees and his patients. He explains, "Our design ideas have exactly the right effect. My sister convinced me to use accents sparingly; otherwise they would have the same effect as a woman who wears too much jewelry. We have apparently complemented each other perfectly in this family project."

Mindful Clarity

Overview

Set of bowls The different use of materials combines functionality and aesthetics.
Claesson Koivisto Rune, claessonkoivistorune.se



The special materiality owes “**Pu-erh**” to an innovative artisanal manufacturing process.
Xavier Mañosa, marset.com

Smoked Oak Tailor Sofa Structured and bright shape combined with a sturdy wooden frame. Rui Alves, opumo.com



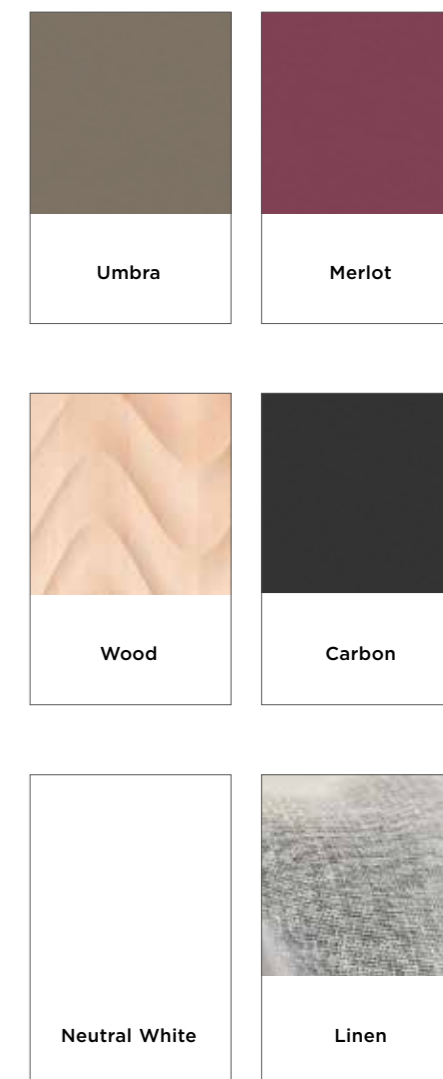
The compact luminaire “**CAST**” features an impressive use of solid cast glass.
Büro Famos, filumen.de



Bibliotheque The mathematical proportions of the raster design of “Bibliotheque” stand for harmony and strength.
Claesson Koivisto Rune, claessonkoivistorune.se



Sakyu The wavy surface pattern creates an interesting interplay of light and shade.
Rasmus Fenhann, fenhann.com



Patient Experience

What matters to you?

Who wouldn't like to have the key to running a successful practice? The magic words are "patient experience": the sum of all the impressions that influence patients when they visit the practice – positively or negatively. Dentists who know what their patients experience when they visit the practice can improve their services and thus generate trust and loyalty in their patients.

A patient journey with all the senses

"We focus on the patient." This or a similarly worded promise turns up on countless practice websites around the world. But just how well do you know what your patients experience? Try it yourself: imagine what it would be like to have an appointment in your practice – as a patient. Ideally, it might feel like this.

On the way to the practice, you remember childhood visits to the dentist: clinically white and cold surroundings, the smell of disinfectant, drill noises, and a stuffy waiting room. However, things are different here: bright, welcoming, and pleasant smelling. You take a seat in a comfortable leather armchair in the "waiting area" and hear nothing except soft music. Then it is already your turn. In the center of the treatment room, the comfortable upholstery of the Treatment Center invites you to take a seat. This is not a gymnastics exercise despite your back trouble, since the seat is waiting for you in a special entrance position at exactly the right height. You sense how the shape of the patient chair is adapted precisely to your body. The material feels pleasant: dry, clean, and silky. The headrest adjusts automatically. The dentist uses an intraoral camera to show you the situation on the screen and explains the therapy. The Treatment Center moves into the correct position with a soft hum. You relax and the treatment can begin ...



“Our concept is to create a sense of safety for each patient. We pay attention to patient comfort throughout the whole treatment process.”

Gadzhly Dazhaev
Dazhaev Dental Clinic, Moscow, Russia



What does patient satisfaction mean?

Not so very long ago, dental practices were mostly austere, white, and functional. Waiting rooms resembled storage rooms, and at best there was an aquarium to reassure or relax patients. Nowadays there are numerous examples of very aesthetically appealing practices in which a smooth workflow harmonizes with the design of the practice. However, do practice owners also know how the interior of their practice affects patients and what patients experience when they visit the practice? Patient satisfaction surveys are commonplace. The surveys, however, focus on patients' expectations and fail to record their emotions. It is entirely possible for a patient to be satisfied with the result of the treatment, and yet recall the visit to the dentist with fear. Feelings are powerful and control many of our actions. Thus if you want to produce an effective "feel-good atmosphere," it is advisable to focus on the patient experience even when planning a practice. A number of studies exist that deal with the effects of colors, shapes, and materials in the clinical sphere. In order to gain insight into the experiences of your patients, you have to ask the right questions.

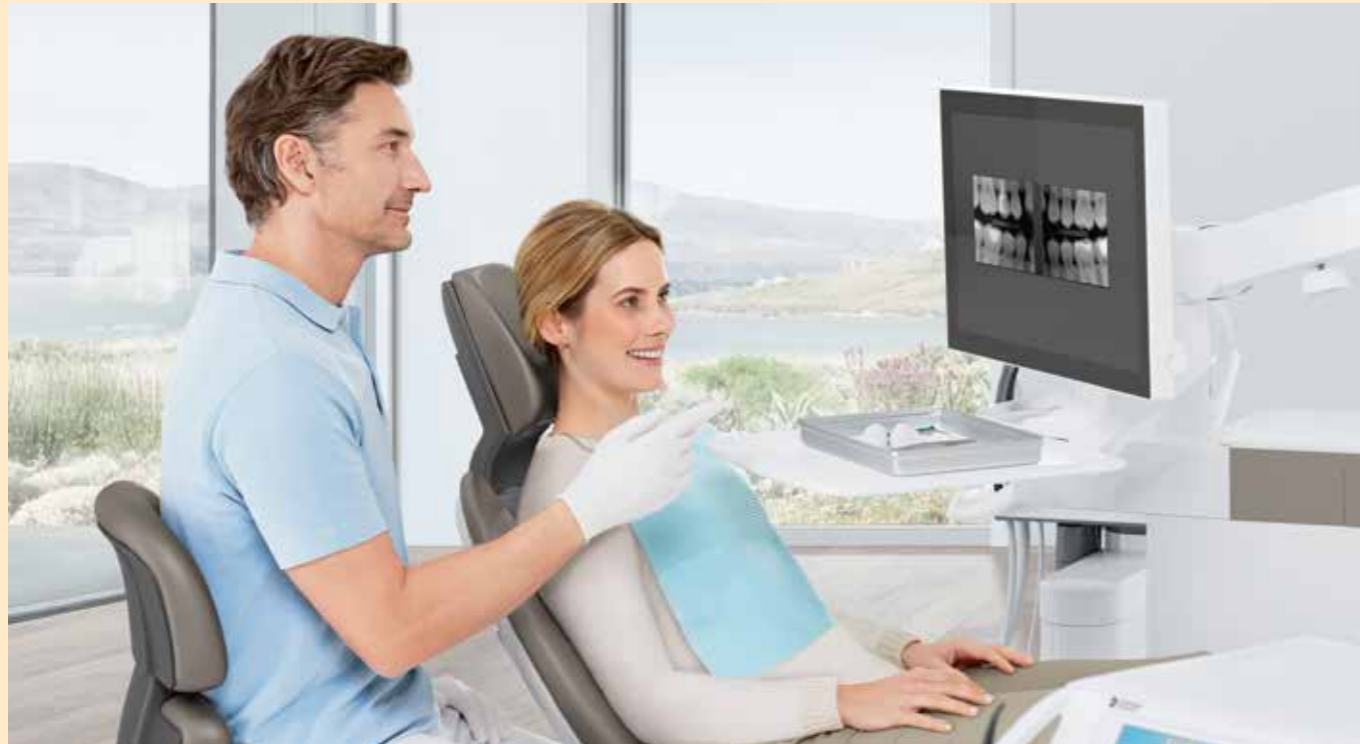
What are your needs?

For a long time, illnesses and indications determined where and how patients were treated. For some time now, this disease-centered approach has increasingly been opposed by a patient-centered healthcare model in which the focus is truly on the patient. Those who pursue this approach no longer ask patients what is wrong with them ("What's the matter with you?"), but instead ask what they need ("What matters to you?"). In a practice run according to the patient-centered model, the stipulated quality criteria – processes, hygiene plans, appointment scheduling, etc. – are not the only benchmark for the appeal of the practice. The most important criterion is empathy with the patient, meaning the willingness to find out about the patient's sensations, thoughts, emotions, and motives.

The desire for atmosphere

Dentsply Sirona determines periodically what expectations patients have of their dental practice. For example, a current study conducted in Germany, France, and Spain in cooperation with Baden-Wuerttemberg Cooperative State University (DHBW) in Mannheim reveals the most important criteria: above all, these include hygiene and cleanliness, friendliness of staff, modern furnishings and equipment, and a pleasant and warm atmosphere. In addition, the Treatment Center is considered to be the

Patient Experience



most important element with regard to perception of the treatment room. Moreover, for more than 50 percent of patients, an outdated treatment center may even be a reason to switch to a different practice. Thus it is important for dentists to identify periodically any weak points in concept, design or the organizational and clinical processes.

All the small hints of inconveniences or bumpy processes, even scarce parking near the practice, can help when the objective is to make a visit to the dentist a feel-good experience. Or did you know that, for a considerable number of your patients, the floor-to-ceiling window with a view of the valley, the one that you think gives your treatment room a hint of freedom, means it lacks the sense of security and intimacy that they desire in a treatment situation? Now you know!

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The water's sparkling in the morning sunlight. I turn my board – and ride the perfect wave.

The best place to be somewhere else. Sinius.

You can sense when your patients feel comfortable and relaxed all around. Thanks to its smart design and extraordinary comfort, Sinius is perfectly tailored to the individual needs of your patients. With the optional integrated functions like endodontics, implantology and patient communication Sinius supports you in a better, faster and safer treatment.

Does your patient ride the perfect wave?
More about the best place to be somewhere else

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THE DENTAL
SOLUTIONS
COMPANY™

 Dentsply
Sirona



Striking Energy

Colorfulness and playful style combinations set the tone in this unconventional look. Intensive color tones emphasize the features while graphic patterns in the wall and light design as well as in upholstery fabrics enhance this style.

Expressive furniture and lights give the impression of being unique objects. They have a pronounced object character and speak a vivid language. Generally, the design concepts reveal creativity and variety. Within the context of modern technology, design classics remain a widely discussed topic. Special originals with collector's value or convincing reeditions by renowned furniture manufacturers.

Muse The collection of wall and ceiling lights of different sizes and colors allows for the greatest creativity in combination.

Striking
Energy

A spearheading practice

Each room
glows in a
different color.

Visitors to Trident Medical Clinic in the Cotroceni area of Bucharest are immediately struck by the clear, clean and transparent design of the entire building. The first hint of this openness comes when approaching the purpose-built center from the outside. Although located in a sleepy residential district where building heights are restricted to a maximum of 15 meters, Trident makes full use of its stature to assert itself with a façade of stone and copper cladding. Let there be no mistake – the building proclaims – this is a highly modern and technical establishment. The floor-to-ceiling windows are equally welcoming from the street and point to the high degree of transparency inside

But it wasn't always like this. Dr. Florin Lazarescu first founded the practice 15 years ago in a rented villa with two associates – hence the name “tri” for three plus “dent” as in dental. At that time, no thought was given to the three-pronged spear wielded by Neptune, but patients to the new center cannot fail to make the association between the god of the sea and the soothing aquarium in the entrance lobby. This came into being three years ago, when the doctors forged plans for one of the first dental practices to be built from scratch in Romania. After just 14 months, from building approval to completion, the team was able to upgrade from 500 m² to the present 1,400 m², allowing for a total of nine Treatment Centers as opposed to the previous six.

And Trident fully exploits every square centimeter. Among the total staff of 50, there are 18 dentists, including three surgeons, two periodontists, four endodontists and specialists in CAD/CAM. “All our equipment comes from Dentsply Sirona,” Dr. Lazarescu eagerly points out. Trident is the first practice in Romania to offer orthodontics under the microscope – one of the many reasons doctors refer patients to them. There are also good reasons for the dentists themselves to visit the center. Dr. Lazarescu and his colleagues are members of the relevant national and international associations and the clinic is used almost every weekend for training up to 25 dentists at a time.

Each room is assigned its own bold color and is charged with positive vibrations. “I spend 12 hours a day in the center,” Dr. Lazarescu explains, “so the practice certainly does reflect a lot of my personal style. I need to feel comfortable here, not like it’s a business but more homely.” This is reflected in the use of natural light provided by the large windows so uncharacteristic of dental practices, as well as in the lounge-like layout of the entire center.



Trident Medical Clinic
Bukarest, Romania



Striking Energy

Trident Medical Clinic
Bukarest, Romania

Upon entering, the ground floor presents a relaxed mood, with its remarkable one-piece Corian® reception desk and coffee corner made of stone and glass. All materials are smooth and polished: "It's important that our patients have a feeling of dedication, safety and transparency." Working with designers, the doctors chose rounded, flowing-shaped furniture for the whole practice. Again, the coverings of the chairs and sofas are strikingly bright, sending a surge of exuberance through staff and visitors alike.

Taking the visitor elevator to the first floor (there's a separate one for staff), the patient is inspired with confidence emanating from the professionalism of the eight operating rooms, including two surgeries, and the X-ray facilities. Since opening the new clinic, the team has been able to double its income; not only due to the larger number of staff, he asserts, but also due to the renewed perception of the practice. And those patients who make larger-than-average contributions to this income can enjoy the VIP lounge on the second floor. This is designed in a style otherwise found in the USA and again testifies to Dr. Lazarescu's personal taste. When he's not lecturing at the weekend, he jets over the Atlantic to Miami each week, where he has set up home for his family. Not that he's complaining about the commute: "I love traveling - it's where I get my energy from."

Dr. Florin Lazarescu and his team use Sinus



Dr. Florin Lazarescu
Trident Medical Clinic, Bukarest, Romania



IMC Dental
Singapore

Design classics in bright orange



Striking Energy

IMC Dental
Singapore

Singapore's IMC Dental is a unique clinic in more ways than one. Set up in 2017, this is IMC Medical Group's flagship city center practice next to another IMC Dental clinic in Malaysia. It combines a dental clinic and a medical clinic in one space. Located in a shopping mall and surrounded by office buildings and restaurants, the practice has been specifically designed to accommodate the most advanced Dentsply Sirona technology: "Our main objective is to excel in providing integrated solutions for our patients," says Dr. Chin How Hsung,

Dr. Chin specializes in aesthetic dentistry, CAD/CAM single visit restoration and computer-guided implant surgery. With IMC Dental, he and his colleagues have been focusing on providing single-day services: "We were convinced that this is achievable only with fully integrated Dentsply Sirona equipment. We created a modern clinic that provides state-of-the-art digital dental solutions for our patients. For example, we do crowns in one day. We do fully guided implant surgeries in one day as well."

Unconventional but welcoming

Perhaps because of the already high-tech concept of the clinic, Dr. Chin and his team have made interior design choices that are anything but high-tech or clinical: "We wanted a modern and clean look that also had a certain warmth to it. Orange is our clinic's theme color. It's definitely not a color one usually associates with hospitals or doctor's offices."



Intego TS in IMC Dental



Dr. Chin How Hsung
IMC Dental, Singapore

Inspiring colors support the workflow.

Significant colourfulness and a playful combination of styles are the hallmarks of the design. The bold accents of the graphical patterns, along with the expressive furniture and the lighting arrangement, create a strikingly unconventional look. Indeed, IMC Dental's reception area looks more like a retro-futuristic hotel lounge than a clinic: "There are separate waiting rooms for the dental and medical sections of the clinic. For the dental section, we wanted the patients to feel comfortable and relaxed before they step into one of the treatment rooms," says Dr. Chin.

Practical meets functional

Dr. Chin says the clinic was designed for full utilization of the available space: "Compared to our previous two practice spaces, this IMC Dental clinic is much more spacious. It's quite convenient for the staff to move around and pass between the treatment rooms. There's a separate sterilization room as well. The whole layout makes everyone, the doctors and the nurses, much more efficient than before. The workflow is now much smoother. The patients are waiting less, everything is much more streamlined. Most of all we enjoy using the advanced Dentsply Sirona equipment here. We didn't have the privilege at the old practice." However, practical and functional didn't come at the expense of coziness. A combination of downlight and pendant lights was used to create a welcoming ambience in the waiting areas. All the lightbulbs are yellow, so the lighting has a warm effect. Even the lights in the treatment rooms are yellow, only much brighter than the ones in the waiting areas: "I was never a fan of environments with unnatural lighting. Perhaps that's why I became a dentist - I subconsciously knew I wouldn't enjoy sitting in an office under cold, artificial fluorescent light," laughs Dr. Chin.

Striking Energy

Overview

Capsula The combination of varying glass shapes and color nuances reflects a fascination with the modern interpretation of traditional glass art. Lucie Koldova, luciekoldova.com

Le Dôme The vase collection comes in a wide variety of color and shape combinations. Elena Cutolo, elenacutolo.com



The minimalist floor lamp **"Floob"** is made of thermoformed, blown plexiglas. Karim Rashid, karimrashid.com

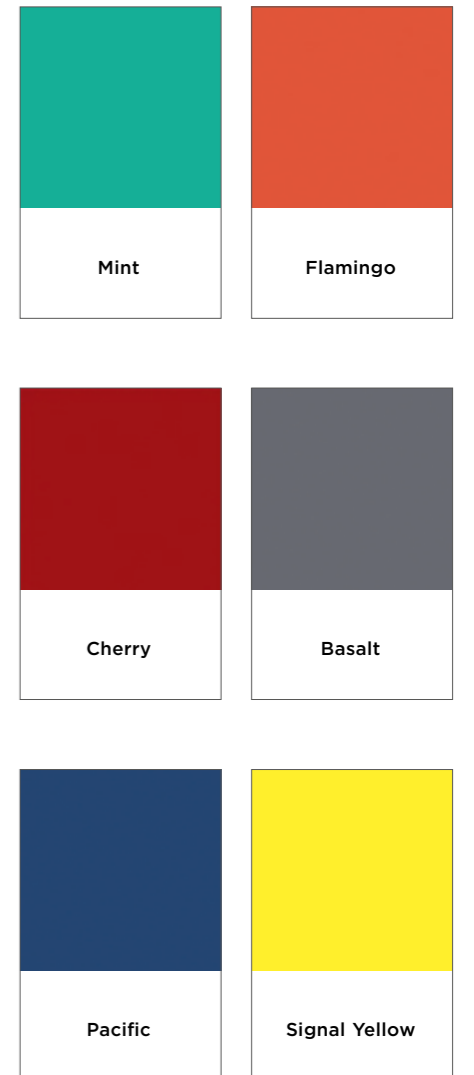


The **"Bubble Sofa"** is made entirely by hand from the unique textile material Techno 3D. Sacha Lakic, lakic.com



Here, the name says it all: **"Skirt"** stands for undulating shapes and bold colors. Axolight, axolight.it

Quantum This unique shelf combination focuses on deliberate irregularity and playful lightness. Piero Lissoni, lissoniassociati.com



Light

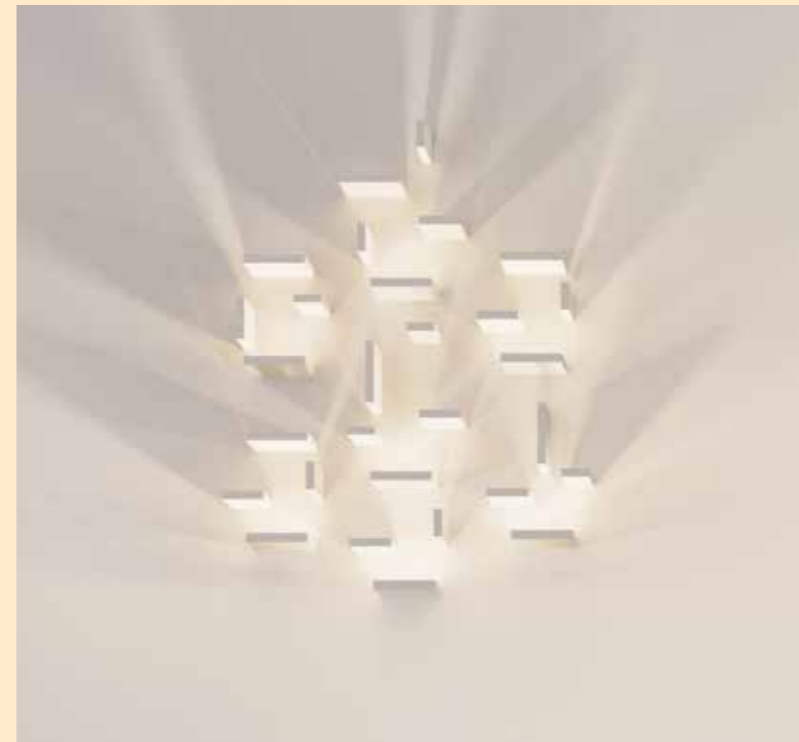
Let there be light

No room without light

Stepping out of absolute darkness into the light is frequently an “enlightening” experience in the truest sense of the word. It gives one a clear sense of what light actually means: light is color, contour, and space. Its qualities make light an important design medium in art and architecture. From 1914 on, the architect and designer Le Corbusier developed buildings using the then completely new reinforced-concrete method, which enabled him to do without load-bearing walls on the individual floors. This resulted in spacious interiors with plenty of daylight. A few years later, Le Corbusier observed that “Architecture is the masterly, correct and magnificent play of masses brought together in light.” Incident light structures space and conveys depth. Individual spotlights set accents or bring objects to life. Facade lighting conjures patterns on monotonous surfaces or makes building exteriors look bigger and more impressive. Time and again throughout history, new technologies, building materials, and methods have substantially expanded the ways in which light can be used effectively in architecture.

Great transparency and clear limits

Today, large, open spaces can be designed using lighter, transparent materials that have also changed lighting design. Acrylic glass, for example, has been available since the beginning of the 20th century. Independently of one another, Swedish and American researchers are currently developing transparent “wood.” This material, which consists of transparent cellulose fibers, supposedly resembles frosted glass, is extremely robust, and is a better insulator than glass. Many modern transparent materials block or filter the undesired effects of sunlight: light is permitted to penetrate the room, while heat and ultraviolet rays stay outside. Innovations in material and technology permit ever-increasing freedom in architecture and design. The Louvre Abu Dhabi, inaugurated in late 2017, demonstrates the virtuosity with which one can design using light today. Architect Jean Nouvel has spanned countless, variously arranged rectangular structures with a flat, latticework dome. The beams of light fall through this perforated roof onto the underlying buildings and pools and project a shadow pattern. Today, architects



Set of Xucla

and designers use light as medium and message simultaneously, because lighting effects generate moods and emotions. Thus designers who employ light have at their disposal an instrument capable of influencing everyone who uses the room: gradations in brightness, light color, and lighting intensity can decisively contribute to whether people feel comfortable in a room, secure or free, lost or confined.

Smart lighting

In the digital age, we can avail ourselves of “smart” lighting systems. These are controllable and programmable. It is possible, for example, to change the color and intensity of a light source as desired or program various “lighting scenarios” according to a given occasion and purpose. These possibilities are particularly interesting where people work or learn, are treated or nursed. In medical facilities such as medical and dental practices, smart lighting makes it possible to welcome patients in the appropriate lighting atmosphere in all situations – from waiting to consultation and treatment. Switching systems or virtual assistants provide fingertip or voice control over usage situations for rooms or areas of rooms. Thus it is possible to balance transparency and intimacy in one and the same interior using programmed scenarios. This increases freedom in design and permits variable use of the rooms. A successful architectural and spatial concept that puts people as users at the center of the design should appeal to all the senses. Sight, however, is particularly important. For if you sit quietly in a chair and hold your ears and nose closed, you won’t experience the room until the light comes on.

Architecture is the masterly, correct and magnificent play of masses brought together in light.

© Department of Culture and Tourism – Abu Dhabi, photo Roland Halbe

Within the context of an innovative, clear, and minimalist design style, architectural details are characterized by a sensitive interplay of transparency, light, and modern nature or water installations. The emotional perception of light is often the starting point. The entire spatial impact is tranquil, aesthetic, and relaxed. In some architectural concepts, the outer and inner borders fade.

A clear design style nearly always contains flowing forms and smooth, textured surface finishes. Translucent, structured materials form the basis for subtle effects, creating streamlined light flows and pleasant spatial atmospheres flooded with light.

Light concepts often involve recreating daylight, and simulating the comfort and warmth of the sunlight and the cool freshness of nature and water. Innovative technologies, sensitive design, sophisticated material and surface finishes reveal a fascination for visions and emotions.

Sensitive Luminance

Sensitive Luminance

Setting a new benchmark for Ukraine

Andrian Drohomyskyi

CEO of PerfectDent,
Lviv, Ukraine



“We are premium and we have to reflect that in each and every detail,” says Andrian Drohomyskyi, CEO of PerfectDent. Located in the Ukrainian city of Lviv, PerfectDent is a multidisciplinary private clinic that offers the full range of dental procedures. The clinic first opened its doors in 1996 as one of the very first private dental practices in the country, and the first in Lviv: “My parents started this business 23 years ago in a small 80m² space. Three years ago we celebrated the 20th anniversary of the practice by moving to a new 540m² location. Here we have an adult department and a kids department. With this new space we wanted to set a new benchmark for private dental practices in Ukraine and to achieve a whole new level of sophistication and quality. It wasn’t easy, but now we are happy because our investment has definitely paid off. PerfectDent is now exactly as we envisioned it.”

PerfectDent
Lviv, Ukraine

Light-flooded space

What the Drohomyskyys envisioned was a minimalist design style with smooth, flowing forms made of translucent materials that create gentle, light-flooded room atmospheres: “We chose to go with light colors because we’re still a dental practice after all. For us dentistry and medicine should be something light because it symbolizes purity and cleanliness. However, we combined that with some hotel-like design elements to make it more unique and interesting.

Creativity inspired by travelling

Andrian Drohomyskyi explains: “We frequently travel abroad visiting interesting art museums, 5-star hotels and boutique restaurants around the world. From the aesthetics of those places we got the idea of utilizing interior design to make people feel like they’re not actually in a dental practice or a clinic. But it’s not all about what clients see – we didn’t want to have even the slightest trace of the typical medicine smell found in regular clinics and private practices. That is why we have fragrance dispensers in each room of our new practice. Our main priority was to make people feel like they’re somewhere else but they’re still getting the top quality dental procedures they deserve.”



Sensitive Luminance

PerfectDent
Lwiw, Ukraine

Inspirational elements that touch our patients.



Myroslava Stepanivna Drohomyyetska
Founder of PerfectDent, Lwiw, Ukraine

Elements of nature

One of the first design elements clients notice when they enter PerfectDent is the green wall made of mummified moss: "It already creates an unconventional feel for the dental practice and makes our clients feel like they're in nature, which usually has a very calming effect. My parents' idea was to contrast the modern interior, which can sometimes seem a bit cold, with something warm and cozy, so we chose to have wooden walls and wooden doors. This actually turned out really nice. The wood, along with the vivid green moss, makes the whole space feel pleasantly different from what people are used to seeing in dental practices."

Open for viewing

"Even though we have a spacious waiting area with refreshments, we believe that any client should feel free to roam around the practice space and to be able to see what's happening behind the scenes. We have large windows looking into each of the treatment rooms, so clients can have an unobstructed view of the chair and the work being done," says Andrian Drohomyyetsky. He adds that while a lot of clients are always intrigued by such unique architectural solutions, the most rewarding feedback often comes from fascinated fellow dental professionals: "When you receive calls from colleagues saying they would like to have a tour of our clinic or even showcase our clinic for their guests from Spain, USA, Japan and other countries - that's when you know that your goal of setting the new benchmark might have been successfully achieved." And by that measure alone, PerfectDent has been very successful indeed.



Sunrays dancing on a Mediterranean Maple Tree



Centri Odontoiatrici Analdi
Palermo, Italy

Sensitive Luminance

Centri Odontoiatrici Analdi
Palermo, Italy

Magic wonder and emotion through light.

"A professional doctor's office is a bit like a home these days. We devote so much of our time and passion to the job," says Dr. Analdi of Centri Odontoiatrici Analdi, a private practice in the Sicilian capital of Palermo, Southern Italy. "Therefore, it is essential to recognize oneself in the interior design decisions." Dr. Analdi agrees, however, that the interior design of any practice should also complement the experience of the patient: "High quality design can also bring comfort and peace of mind. Clear lines, harmony of light, colors and materials must give the patients a feeling of a quiet space in which they can feel comfortable."

Glass as central component

Dr. Analdi opened his new 310m² practice in January 2016: "I wanted to have a clean break from the previous practice I worked in. Unlike that old practice, which consisted of segregated departments, this one has open spaces, with glass being the central component. In a way, glass has the effect of overcoming the physical and visual boundaries within the space. The open structure of the rooms is also a reference to my working method. I like being open, honest and direct with my patients. I think these qualities are what each doctor-patient relationship should be built on."

Designed from a female perspective

In order to perfectly realize his vision of the new practice space, Dr. Analdi brought in his trusted team of architects and designers: "I shared every single decision and every detail of my vision with them. Before designing this practice, the same all-female architectural office designed my home. It was an even better experience this time because I already knew their method of working and we had already built up a rapport, which helped us to communicate various ideas with ease." As for the design process itself, Dr. Analdi recalls: "During the planning phase, the architects and I determined that the large room in the middle of the practice holds a key position, around which all medical and non-medical areas gravitate. We perceived this area as the living heart of the practice, so we wanted it to be natural, green and full of life. The color green has a therapeutic effect on our brain. So we created this minimalist garden and placed a beautiful Mediterranean Maple tree as its centerpiece."



The advantage of natural light

Apart from green, Dr. Analdi likes the color white. "It is the color of the angels." The white glossy surfaces reflect the daylight and bounce it across the rooms, adding to the overall concept of an open room environment.

The natural light in Sicily is enveloping and sometimes the sun's rays have to be softened a bit with filters. But Dr. Analdi decided not to dim the rooms with diffused light, because he wanted to create magic, wonder and emotion through light itself: "We were aiming for pleasant and accentuated lighting that enhances the emotional state of both doctors and patients. We also installed lots of LED lights, especially above the Dentsply Sirona treatment centers."

In order to have light-flooded rooms during the day, Dr. Analdi and his team of architects have utilized reflective surface materials and transparent glass. A large LCD glass has been installed in the meeting room. It can change from transparent to opaque by using LCD films: "At a normal meeting, we use natural light. But when we need to project images onto the screen, the glass becomes opaque via remote control."



Dr. Salvatore Analdi
Centri Odontoiatrici Analdi,
Palermo, Italy

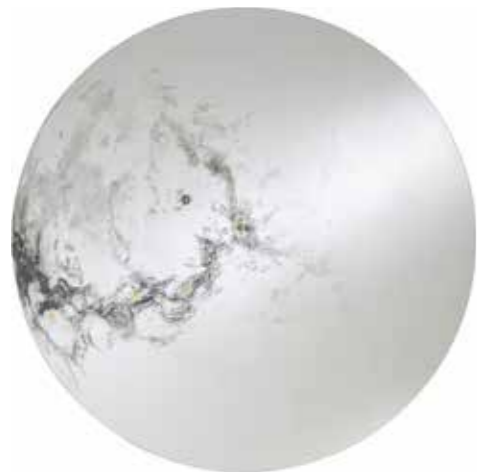
Overall, Dr. Analdi says he is extremely happy with how everything turned out: "I would like to thank Dentsply Sirona for providing the innovative technology that goes perfectly with the design concept. I would also like to thank the four extraordinarily talented and creative architects of Studio di architettura Marcenò. They helped me understand the meaning of design and they taught me to pay attention to the little details and find beauty in simplicity."

Sensitive Luminance

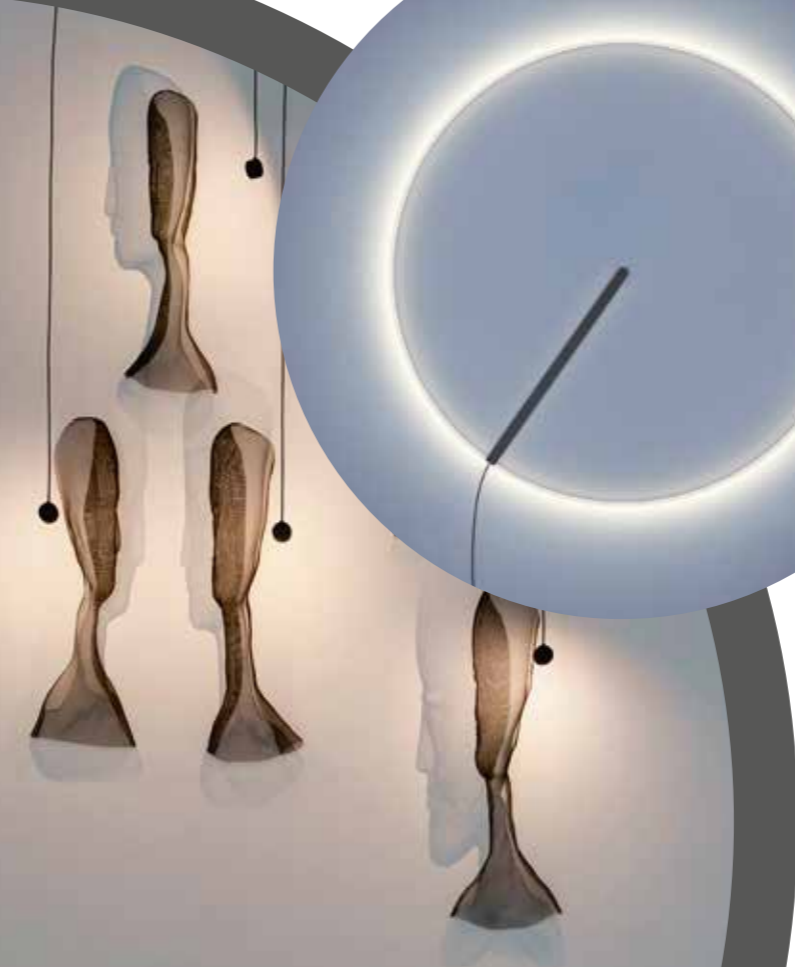
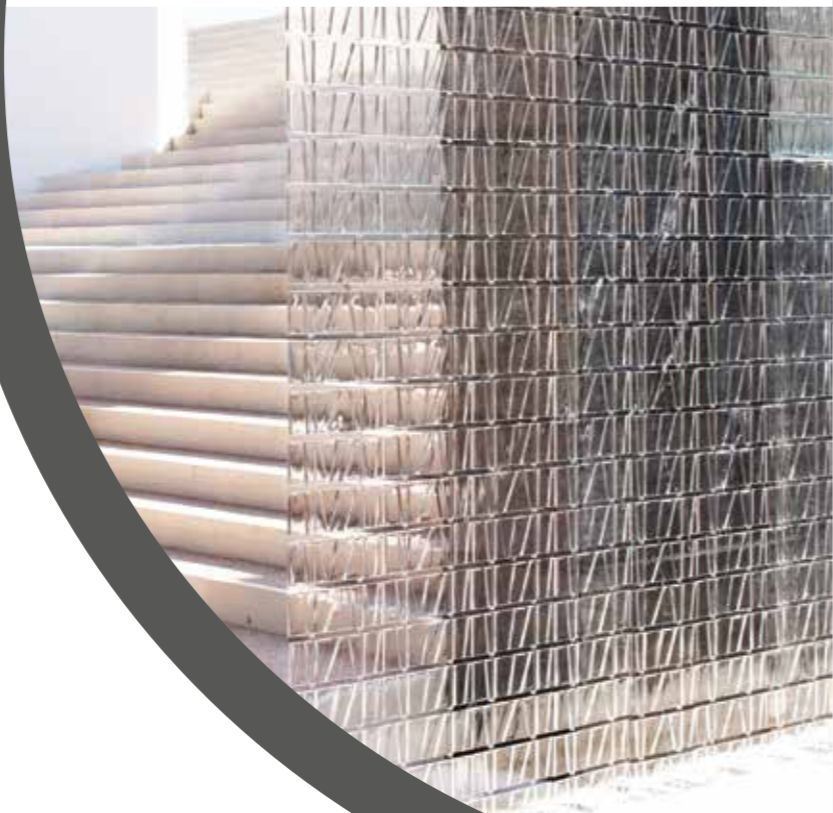
Overview

“Guise” transforms the light originating from a concealed LED source into a mighty atmospheric glow. Stefan Diez, diezoffice.com

Venus Gold The special mirror surface represents the planet Venus. RocheBobois, roche-bobois.com

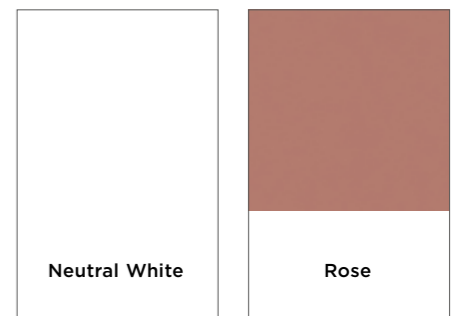
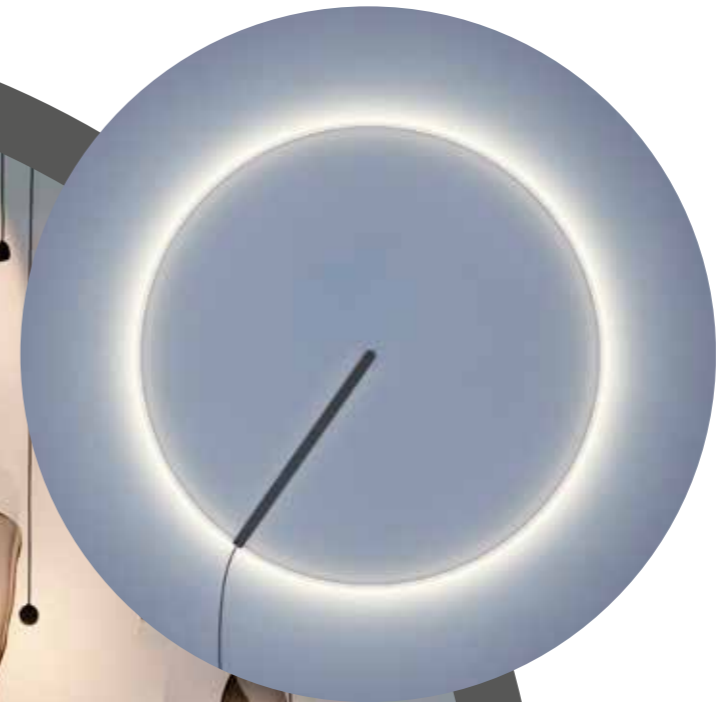


The idea of the “**Primula Vase**” comes from Denmark’s first industrial designer. Jacob E. Bang, holmegaard.com



Conversas The dramatic appearance of the face collection comes from the 3D light projection. Arturo Alvarez, arturo-alvarez.com

Liquefy The surprising image changing effect makes the veining look dynamic and alterable. Patricia Urquiola, patriciaurquiola.com



The “**ColorForm Sofa Group**” can be used to create inviting lounge areas. Scholten & Baijings, scholtenbaijings.com

Tile The modular system combines the elegance of crystal glass with the purity of light. Pamio Design, fabbian.us/pamio-design

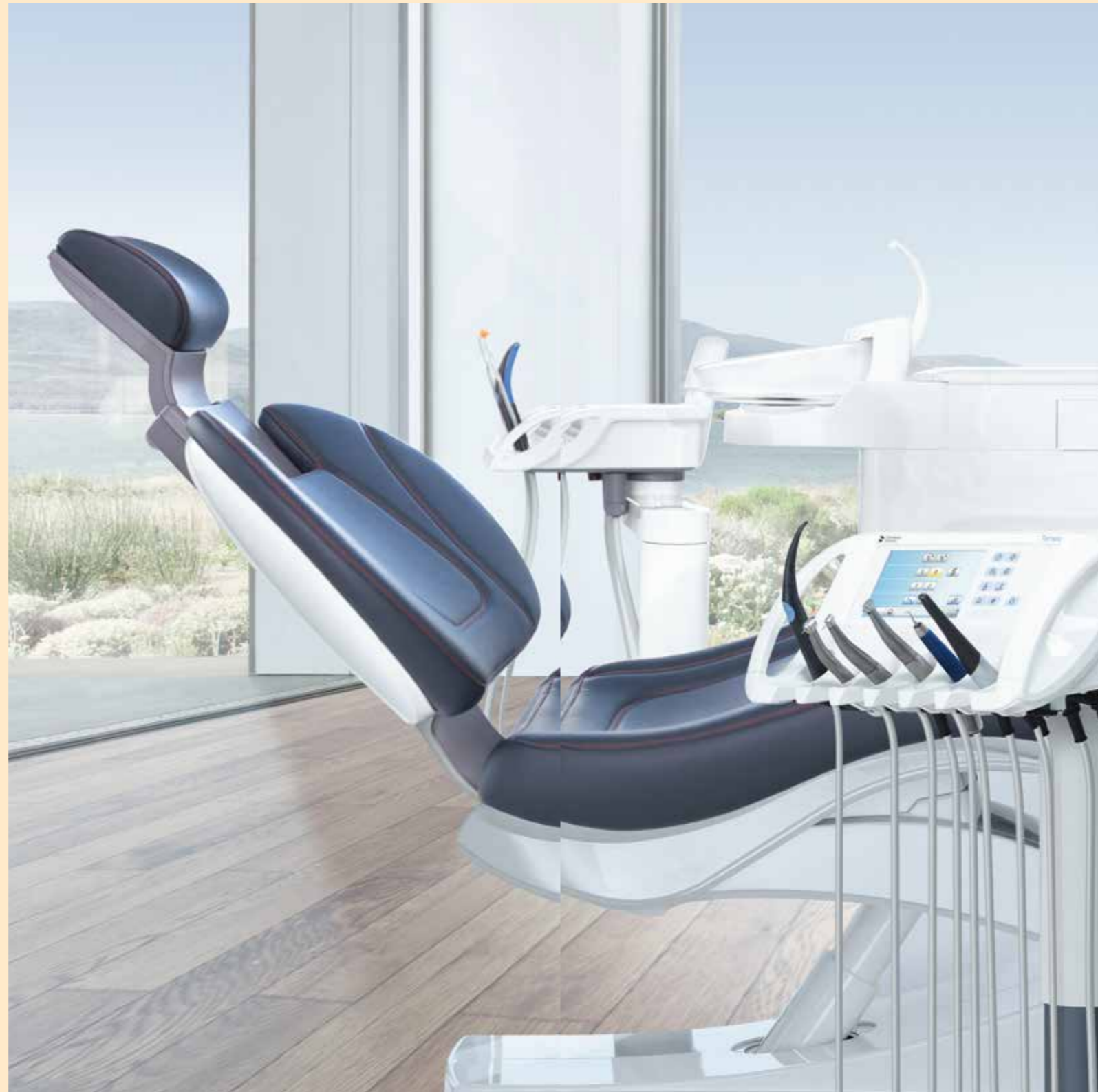
Premium

Premium is ...

Just what is a premium brand? It is very simply the gold standard – the best of its kind. However, what exactly makes it different from other brands? Reducing premium to quality would be an oversimplification. Premium is more than that. A premium product bestows aesthetics, function, and personality.

... perfection and personality

Premium doesn't come off the rack. For many, it is synonymous with individuality. What is the source of human striving for it and how does this influence our aesthetic sensibility and taste? Let us cast a glance back at the 1940s and 50s, when US social psychologist Abraham Harold Maslow (1908-1970) proposed the hierarchy of needs that bears his name. At the bottom are the deficit needs – the elementary desire for food, tools, clothing, etc. This basic need is subject to changing times, but must be fulfilled in order to pursue satisfaction. According to Maslow, those who additionally satisfy growth needs experience happiness that goes beyond satisfaction. At the pinnacle is self-actualization, the urge for individuality and aesthetics. According to this model, individuality and growth are closely interconnected. Self-actualization is an important motivation when it comes to choosing products and brands. By choosing a premium product, we want to acquire more than top quality. In doing so, we also want to express our personality and be happy.

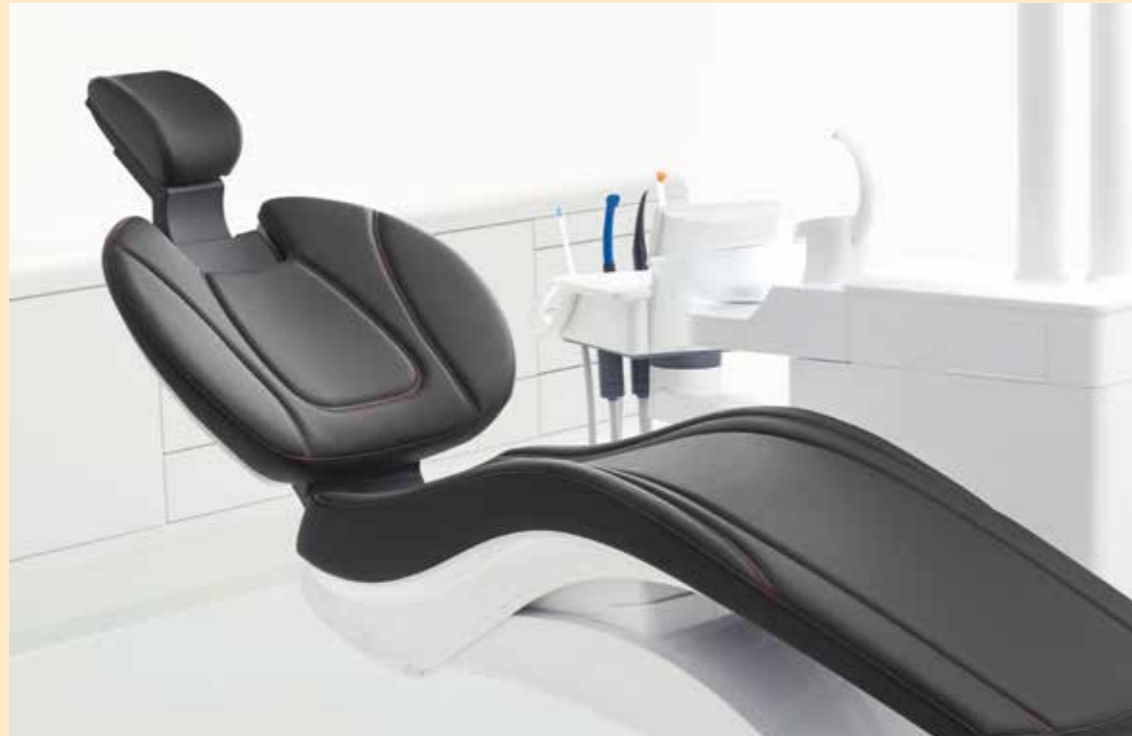


It is about a commitment to quality, aesthetics, and sustainability.

Firstly, "premium" is embodied in all aspects of quality. Products aspiring to this standard should be flawless and of high quality in every regard: state of the art, with outstanding workmanship, long lasting and durable with absolutely dependable functionality, simple and easy to use, and aesthetically pleasing. A genuine premium product also has a spark of individuality that makes it stand out from the rest. In addition to outstanding quality, people who buy a premium product also expect that product to serve their own highly individualized system of values and thus express their personal standard. They invest in the product because it suits them. It enables them to do their work or live their lives the way they want. This really is not primarily a matter of social status as with luxury products, but instead has to do with a commitment to quality, aesthetics, and sustainability. The design of the premium product is the medium for this individual attitude of the customer and reflects his or her high standard of value. It must be timelessly modern and harmonious, and it must support the functionality of the product completely: form follows function. This is the only way for functionality itself to become aesthetic.

Teneo – the Treatment Center for innovation in perfect harmony

Premium



The stitching of the lounge upholstery can be customized – a special design highlight

Heino Thiele, Head of the Department for Individual Solutions at Dentsply Sirona:

“Our range of treatment units covers a very wide spectrum of aesthetic and functional needs on the part of practitioners. In addition, however, we also take care of highly individual customer requests. First we determine how we can implement these requests within the framework of our technical and economic capabilities and in accordance with the Medical Devices Act. Some users face special technical challenges and want to map the corresponding processes and workflows. Frequently, however, it is also a matter of a customer’s individual taste: for example, on request, we once designed the upholstery of a treatment unit entirely in the national colors of Austria. We want to enable our customers to design treatment as the center of their workplace and their practice so that it suits their way of working and their individual style.”

... the gold standard

The gold standard was once a monetary system in which currency could be exchanged directly for gold at a guaranteed rate of exchange. Today we use the term for processes that are hitherto unrivalled or point the way to the future. These processes result in premium products or services. Thus the gold standard denotes nothing less than a process of creation in which every single step – from the initial idea to the manufacturing processes, materials, quality assurance, and service – occurs according to the highest standards of quality known to us today. The objective in all this is to provide the user with a product that can transform all of his or her complex needs into simple, absolutely reliable, and aesthetically pleasing solutions and enable users to attain their highly individual goals. Premium products that meet the gold standard enable their users to also meet a gold standard: in manufacturing their own products, in carrying out their work, in treating their patients.




... experience and evidence

From the customer’s point of view, quality is first of all something that can be experienced with the senses. One can see, smell, feel, and hear primary quality features. Does a shape seem harmonious? Does a substance smell pleasant? Does a handle feel impressive and is it easy to grasp? Does a motor run smoothly and powerfully? One can also experience the perfection of a product in terms of technical functionality by trying it out. What about workflow, usability, speed, and efficiency? Does the product fulfill the user’s individual needs and can its operating functions be configured specifically for them? Is the equipment, system, or device sustainable, integrable, and perhaps upgradeable? Trust originates from continuously flawless performance and verification! Thus premium products must be put to the test, especially when it comes to longevity and ruggedness. Quality controls using validated test processes, stress tests, and functional checks demonstrate the quality and service life of specific functional elements or entire systems.

Regardless of the many facets premium has – quality, gold standard, and individuality – ultimately, it is the customer’s feelings that turn a good product into a premium product. Premium users sense pride, joy, and happiness!



The operating light LEDview Plus received the 2017 pro-K award for synthetic products



An eclectic, elegant style that asserts sophistication. Complex, nuanced staging provides an exclusive, tasteful ambiance. All of the elements are upscale and extravagant - ornamental design objects exude an aura of rarity. Floor and wall design and, frequently, sculptural furniture and lights are combined in perfect harmony.

Deep colors and high-end materials characterize the luxurious spatial designs. Glamorous floral arrangements reflect a great attention to detail. The skillful interplay of the elements artistically puts the details in the limelight.

Refined Luxury

Refined
Luxury

New Beginnings

There's often a satisfyingly reinvigorating feeling when starting things from scratch, especially when one is free to be more independently creative this time around. The reason for Dr. Kelley Fisher's decision to move her practice to an all-new space on the other side of town was her desire to build it up exactly the way she always had it pictured in her mind. She wasn't searching simply for a fresh new interior, but rather for a completely new way of practicing: "I wanted to make my practice part of my lifestyle, I wanted to be going to work every day and not having it be work."

The catalyst for change

Dr. Fisher readily admits that it took a strong enough catalyst for her to finally make a drastic change: "I practiced for a long time in a space that wasn't functional. It wasn't easy to use and it was not enjoyable. It put a lot of extra work on me as far as trying to deal with problems with the equipment, the layout and the workflow. Finally, I got to the point where I was wondering if this is really something I even wanted to do anymore. So this whole thing really just started out of my need to make a major change, because I knew what I had wasn't working."

Ultimately, Dr. Fisher chose to continue helping her clients, but in a way that provides them with a cohesive brand. "I looked at my existing practice space and realized that I was going to need a new space. Then I started looking for better equipment and different furnishing options but nothing was different to what I already had. Everything on the US market is very traditional, made for what I would call an old-school practice. Most manufacturers have developed a certain way of doing things and they just don't see the need to change. They prefer to sell the same product over and over. Also, most of my colleagues don't really see the value of stepping outside the box. The whole industry has become so... corporate."



A warm cocoon
made of pure marble
for a powerful
first impression.

Breaking the corporate mold

It wasn't until Dr. Fisher went over to Germany and met her Dentsply Sirona rep, that she actually started to see something different, something that was clean, simple, elegant and functional at the same time. "It was really important for everything to be integrated, so that I don't have to think about integrating pieces of equipment from different companies that don't match. I used to do that back in my old practice and it was always challenging and unnecessarily time-consuming."

Having already selected the right Dentsply Sirona equipment, her next step was to design the space around it. She knew exactly what she was looking for: "As I am very specialized in restorative cosmetic dentistry, I typically see only one or two patients a day and get everything done for that patient in one space. This way they don't have to go all over town to fulfil all their treatment needs. And because both I and my patients are spending pretty much the whole day in the same space, it had to be something that's liveable and elegant and makes you feel good. I wanted an uncluttered, minimalistic design. So I went with white: white walls, white curtains, white equipment."



Kelley Fisher DDS
Sammamish, USA

Refined Luxury

Kelley Fisher DDS
Sammamish, USA

Strong first impressions

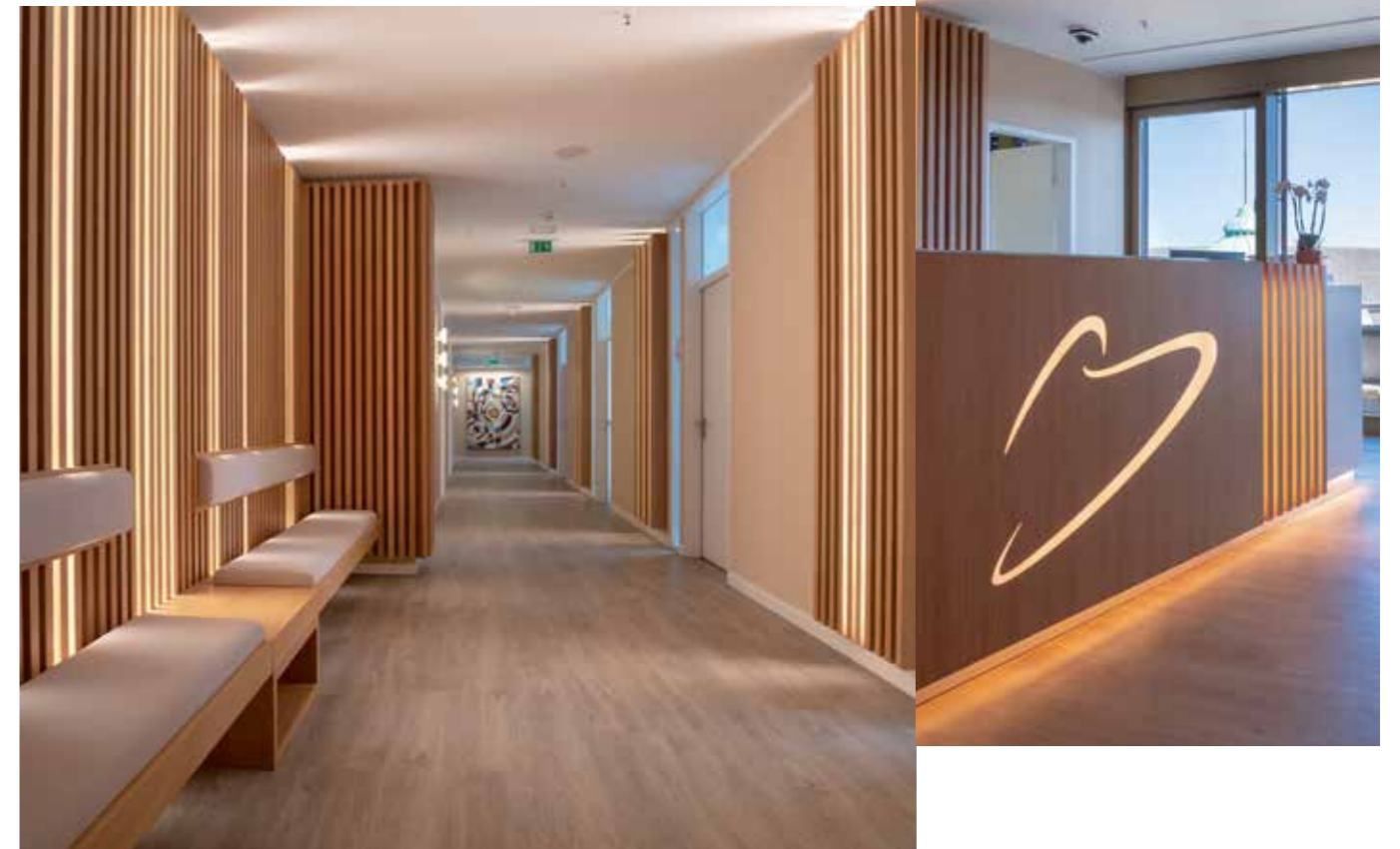
According to Dr. Fisher, the first thing patients see when they come in is the white marble desk: "A lot of people tried to talk me out of going with the marble desk because of the high maintenance it requires. But as the patients come in through the front door they are surrounded by this marble and this energy that comes from natural stone. It just makes such a statement and it's really important that this be part of my practice. It's elegant and it's also luxurious and the patients are encompassed in this very clean warm cocoon of being taken care of. The white marble, in combination with the white walls and white floor, contrasting with the black marble with our logo on it, really gives out quite a solid impression that there's more here than what's usually offered at a corporate dental."

The lighting, the display shelves, the state-of-the-art equipment, even the self-sterilizing chairs, everything in Dr. Fisher's new practice reflects her brand and the level of care that promises to be above and beyond the kind of treatments offered elsewhere. Her aesthetic choices often draw appreciative comments from patients, while fellow doctors often note that her practice space is quite large and uncluttered. Not the usual working dentist environment. "It makes me smile because this is exactly what I was going for. For a long time I had a mental picture of a spacious white interior, contrasting with stylish details in black. I had spent many hours visualizing it and thinking about what it would feel like for patients stepping into my practice for the first time. I'm glad that I was finally able to realize my vision. But I'm even happier with my design choices when witnessing the wow-effect on the faces of first-time patients and visitors coming in and expecting a regular dentist practice space."



Kelley Fisher
Kelley Fisher DDS,
Sammamish, USA

Design reflects high standards and quality



Medical care center
Zahnärzte im Schloss
Berlin-Steglitz, Germany

Refined Luxury

Medical care center
Zahnärzte im Schloss
Berlin-Steglitz, Germany

From Palace Road to Palace Road

The name and the address of the practice, "Zahnärzte im Schloss" in the "Schloßstraße" - which translates as "Dentists in the Palace" in "Palace Road" - are impressive. They invoke a sense of luxury and - perhaps - even monopoly. However, if you are familiar with Berlin Steglitz, you obviously know that this "Palace" is one of Berlin's largest shopping malls. Jürgen Hellmer opened his dental practice on one of the upper floors of the building on January 15, 2018. It is understandable that Jürgen Hellmer wanted to stay in Schloßstraße when he sought new spaces for his dental practice. And he pounced on the opportunity to rent approximately 8,600 square feet in the "Schloss," where he set up a total of ten treatment rooms. He currently has 25 employees, including four dentists and one oral surgeon, as well as three dental technicians who have their own laboratory and a separate management. Asked about the large range of services he offers, he succinctly says, "We do everything except orthodontics." The facilities of the "Zahnärzte im Schloss" are equally extensive. They include six Teneo Treatment Centers and two Intego for dental prophylaxis, CAD/CAM, X-ray technology with DVT, all by Dentsply Sirona. Jürgen Hellmer explains, "Dentsply Sirona has accompanied and served me very well throughout my entire life as a dentist. At university I trained on an M1. It made such a favorable impression on me that I never had any reason to change."



Ambiance with a touch of velvet

When the doors to Jürgen Hellmer's practice open, you feel as though you are entering a beautiful hotel lobby or a spa. What you first notice are the floor-to-ceiling windows that afford an amazing view of Berlin. The atmosphere is at the same time elegant and cordial. Earthy, toned colors - moss, tulipwood, sienna - give the walls a velvet quality. A special, pigmented coat of paint on the leveled walls permits a shift in the color effect depending on the incidence of light. Artwork in similar color schemes, painted by an artist friend, hangs on the walls - and seem slightly reminiscent of the 1960s. The oak flooring, and lamellae of the same wood on the walls and the reception desk, create a natural setting. Paired with the decorative glass elements and brass-colored details as well as the fresh floral arrangements on the reception desk and in the waiting area, it produces an elegant rather than rustic effect. Furthermore, the ornamental backlit lamellae are part of the special light concept of the practice. They create a vertical blind effect that brings warmth and structure to the spaces. "I did not want to design a typical dental practice - that was important to me. Today, there are many modern, perfectly designed practices. But they often seem clinical, sterile and formal. I wanted to achieve exactly the opposite effect. My main goal is to ensure that our patients feel comfortable. Being able to switch on the massage function of the Teneo Treatment Center during long sessions also helps."

It was important to me to create a dental practice that was not typical.

Refined Luxury

Medical care center
Zahnärzte im Schloss
Berlin-Steglitz, Germany

Good design makes the difference.

During the planning phase, Jürgen Hellmer worked closely with an interior designer and a company specialized in designing dental furniture. He is more than satisfied with the handling and the outcome of the project. The exciting question was whether patients would react to the practice design as favorably as Jürgen Hellmer hoped they would. The answer is definitely "Yes." "The patients were enthusiastic when they came to the new practice for the first time. And it is not merely a feeling we have. It is clearly visible in our numbers. After reopening, we had a 30% increase in new patients." Jürgen Hellmer is convinced that the aesthetics of his practice give him a distinct competitive edge. He explains, "My motto is that one ought to reach out and proudly present the good work and the quality of treatment. The design reflects the high standard. And quality also means satisfying the varied requirements of the patients. That is exactly what we do. Regardless of which material or method of treatment the patient selects, we always do our best to provide technically and clinically sound work. The patients see this in the outcome of the treatment, in our attentive employees, and in the ambiance of our practice."



The hotel experience for all senses



Ishii Dental Clinic
Hamamatsu City, Japan

Refined Luxury

Ishii Dental Clinic
Hamamatsu City, Japan

When Dr. Kei Ishii and his wife, Dr. Chihiro Ishii, visited the clinic of their colleague Dr. Ishikawa in Amagasaki City, they suddenly found themselves fascinated by the clinic's sophisticated elegance and tastefully subtle decoration: "I thought that it was very close to the style that I had always imagined for our own dental practice," remembers Dr. Kei, "Then our colleague introduced us to his architects and we asked them to design our practice as well. What we communicated to them at that time was an interior with the image of a resort hotel."

Turning a dream into reality

The two-floor Ishii dental clinic does indeed have the ambience of a boutique resort hotel. With its high ceiling and large, wide, south-facing windows letting in copious amounts of sunlight throughout the day, the environment created is a uniquely relaxing one. The waiting space in front of the reception stands as a prime example of the vision of freedom and tranquility that he asked for in the initial blueprints. The design is simple, clean and minimalistic, but has a sense of luxury about it as well.

"When first-time patients come to the front desk reception," says Dr. Chihiro, "I often hear 'Oh, it's like a hotel in here.' Another thing they notice right away is the treatment rooms, which are private spaces where patients can see a lot of greenery. They say 'I can calm down and relax in here.' This kind of feedback makes us happy because it means we have successfully realized our idea of building a calm, well-ordered space."

Inspired by a luxury hotel

Dr. Chihiro remembers fondly her stay at one particular hotel in Osaka: "I still vividly recall the interior and especially the spaces where they used wood grain materials and indirect lighting so effectively. It created a unique tension-free atmosphere with such an elegant luxury feel." Indeed, this corresponds to the specific atmosphere that the Ishii dental clinic is aiming for: "Rather than being dentists who the whole family can visit, we want to be a clinic for adults who want to receive treatment calmly and who prefer an environment like a resort hotel. We provide well-ordered treatment precisely because this is such a well-ordered space," says Dr. Kei.



I always wanted an elegant and eclectic style

Little details make the difference

Walking around the clinic, one can observe a lot of subtle, wood-textured elements and decorations, which give off a sense of warmth. An interesting detail is the lighting: "We had the designers travel all the way from another province to adjust the lighting. It took all day but the effect was worth it. In the evenings this place changes completely by just turning on the lights."

Something else that gets noticed by visitors is the greenery that can be seen everywhere: "Treatment rooms are particularly closed spaces and patients get nervous. So we wanted to have some scenery in there somewhere. I think that even the nervous patients can relax because they see all that greenery".

Another nice touch is the way the Ishii dental clinic smells. Dr. Chihiro explains: "We choose natural fragrances that are not too sweet or too heavy. Like forest-related fragrances. People have their preferences but it was when I tried to remove the smell peculiar to dentists that I really got into deploying different fragrances that go well with different rooms. For example, I place flowery fragrances, like rose, around the reception and natural fragrances in the treatment rooms." Dr. Chihiro even selected the distinctive ambient music that's playing through the clinic. The playlist includes healing music that normalizes the autonomic nervous system.

The treatment center as focal point

Dr. Kei and Dr. Chihiro were truly driven to recreate the eclectic, elegant style that was their initial vision for the clinic: "We coordinated the fabric of the sofa with stones and cloths of the wall. We installed strategically placed plants. We matched the wood color of the frames with the floor. And we even asked the staff to keep things simple and to put as few things as possible in place," says Dr. Kei.

"We told the architects that we would be installing Dentsply Sirona treatment centers and had them design the treatment rooms to match the units," admits Dr. Kei, "Overall we are extremely satisfied with how every little detail turned out. Witnessing the daily amazement of our patients is always the perfect reward for us!"



Ishii Dental Clinic works with Intego



Dr. Kei and Dr. Chihiro
Ishii Dental Clinic,
Hamamatsu City, Japan



Both the shape and the arrangement of the candle holder make **"Nude Foresta"** special.
Defne Koz, kozsusanidesign.com



Tulip-shaped flowers define the unique character of **"Chalice 48"**. Edward van Vliet, moooi.com



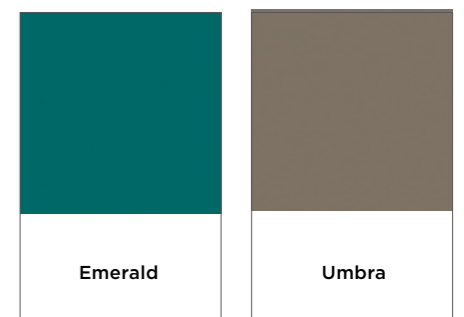
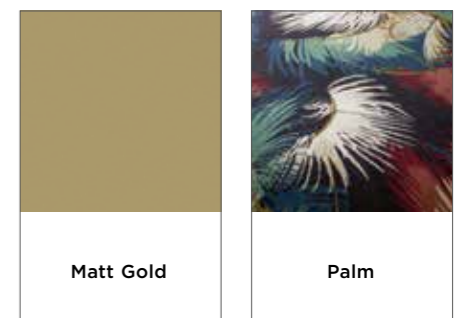
Yale X The inviting sofa combines design and highest comfort.
Jean Marie Masseaud, mdfitalia.com



Parrot The exotic carafe received the Red Dot Award in 2018.
Tomas Kral, tomaskral.ch



"Holly" is made exclusively by glass masters from Murano.
Jean-Marie Massaud, mdfitalia.com



The elegant **"Amami Sofa"** is finished in warm, comfortable velvet.
Lorenza Bozzoli, moooi.com

Interview

Inspirations from abroad

Yuko Kitamoto knows best what state-of-the-art design in dental practices in the Asia Pacific region (APAC) looks like. trenDS talked to the President of Dentsply Sirona K.K., Japan about influential elements and inspiring ideas that create truly cosmopolitan experiences.

Ms. Kitamoto, you're no doubt excited about the Asian clinics in the new trenDS magazine?

First of all, I am thankful for the publication of this very wonderful practice design collection. It is very important for practices in APAC to absorb the global sense and I believe it will be a very powerful and noteworthy source of information to our customers. And yes, it's certainly no coincidence that four of the examples this year are from the Asia-Pacific region. This reflects the rise of interest in practice design within our region. We're witnessing a stronger focus on providing patients with a holistically positive experience, and this can only be achieved with a well thought out design concept centered around the treatment space. To convey this message, our colleagues design the facade and waiting rooms to be distinctive and to cherish space.

Which tendencies in dental clinic design do you see in the APAC region in particular?

I believe all four trends appeal to an Asian mentality. For example, there are many designs using natural textures, not only for floors and doors, but also for structures such as walls and pillars. This reflects our affinity with nature and the need for well-being. The idea that it's not only the patients who should feel relaxed, but also the practitioners themselves is a sentiment expressed by several of the dentists we talked to. This is seen in the harmonious and calm atmosphere at MAC in Hong Kong and Smile Plan in Osaka, as well as in the sense of luxury offered by the Ishii clinic. Of course, there are also centers, like Singapore's IMC, that consciously express their own creative ideas with the use of colors and patterns, moving away from the idea of modest styling.

Would you also say that the ongoing internationalization in the world of dentistry has an influence on practice design?

Yes, absolutely. The feeling of relaxation and harmony radiates in all directions. More than ever before, dentists are travelling abroad to draw inspiration from and work with international experts. There is a general understanding that an open and equal exchange of ideas and concepts with colleagues from all over the globe broadens our own perspectives and horizons. This flow of information and inspiration goes in both directions, I think.

Do you mean that you also see Asian influences abroad?

Oh yes, without doubt. In particular, trees and plants are popular inside clinics these days, you need only look at Centri Odontoiatrici Analdi in Palermo or PerfectDent in the Ukraine. This is due to the traditional aesthetic sense of Japan to create unity of the inside and the outside.



Imprint trends

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