



Dr. McManaman

Dr. McManaman – Moncton, New Brunswick

I began practicing orthodontics in Moncton, NB back in 2003 as an associate. Subsequently, I purchased the practice and grew the patient base dramatically along with the number of team members employed. It didn't take long to realize we were outgrowing our 2,500 sq. ft. clinical space and needed more room. My FSC, Peter Sampson and his Regional Manager, Scott Thornton worked directly with our construction manager and assisted in the selection of all equipment and proper location. They provided an invaluable source of information during the design phase of the clinic, vastly increasing our future use and efficiency of the space.

My overall goal was to create a clinic that was bright, contemporary in design and comfortable for our patients. The new office is 7,400 sq. ft. containing 14 operatories—10 currently in use, and the remaining 4 slated for future practice growth. We are now able to see more patients in a day and thus better utilize our team members. We use one room specifically for soft tissue procedures with our eZLase laser such as minor tooth exposures, gingival re-contouring, etc. in addition to having an Oral Surgeon provide services to our patients within our own clinic.

One of the most significant features of our new clinic is its open concept. There are more windows than walls that extend from floor to ceiling and the space itself is open to the deck above, accentuated by floating ceilings in strategic areas. The entire space has about 30 or more TVs, and Eames chairs in the waiting area. Bright lemon

and ocean blue accents, and lighter wood colours for the cabinetry and Midmark dental chairs keep the entire space very bright. We also incorporated unique contemporary lighting, with most directed at the ceiling above to provide more natural/reflected light in the space. Patients are literally shocked at the grand nature of our new clinic. During new patient consultations, the patients and/or parents almost in every case tell us how impressed they are with the clinic, and the entire experience provided by my team. I would estimate that referrals have increased 30% and the majority are self-referrals due to visibility/appeal of the new building, signage, and most of all word-of-mouth. Shortly after the completion of our facility I was very pleased to add the services of Dr. Clifford as an associate Orthodontist, to further increase hours of operation and patient service.

I also had to be conscious of my future gains in technology. I designed the office to have two separate x-ray rooms as I currently have a digital pan/ceph machine but knew that a Conebeam CT would be absolutely necessary in the future. Also, we have a lot of interest in an intraoral digital scanner, which could almost eliminate the need for any impressions.

It has been close to a year since we have occupied our new clinic and my team and I are still excited about how beautiful our clinic is. Being the 'boss' it is always a thrill to see that your team takes pride in their work environment and I see that in our new clinic every day. I spent three years designing this practice from the 'ground up' exactly to my specifications to provide an optimal experience for our patients and a hyper-efficient/comfortable work environment for my team. One in which we are all proud to say, "this is where we work". ■

