



From the ground up with Medifit

Starting with a blank canvas gives you the ultimate freedom to create a building and a practice specifically designed for the purpose it is intended without compromise

If you build it, they will come...”

So says the ghost of Shoeless Joe Jackson in the classic Kevin Costner movie, *Field of Dreams*. In the movie, Kevin Costner’s character, Ray Kinsella, risks everything to build a baseball diamond in his cornfield in Iowa. Facing uncertainty and ridicule, Ray pushes on, builds his diamond and “they” did indeed come, saving Ray’s farm and setting him the path to prosperity with an incredible sense of achievement and satisfaction.

Establishing a new practice is a significant undertaking and this is especially true when building a new practice from the ground up. Taking a figurative “Field of Dreams” and turning it into a successful practice is not without its risks, but if it is executed properly, the rewards can be great.

Since 2002, Medifit has helped dentists and dental specialists create their dream practices from the ground up all over Australia.

Transforming a greenfield site or a knock down rebuild into a contemporary practice has several key advantages over refurbishing or renovating. First and foremost, a ground up practice means you are starting with a literal blank canvas. Your building can be designed specifically for the purpose it is intended without compromise. Secondly, you are able to take advantage of state-of-the-art building design techniques and materials, making things like energy efficiency intrinsically part of the building design, rather than an add on or afterthought.

There is also something tangible about creating a new structure and having it designed exactly to your personal tastes and vision. Whether it’s your first or your last practice, building from the ground up gives you the opportunity to leave your own personal legacy to the profession.

What follows are case studies of three ground-up dental practices among the many that Medifit has built.

Case Study: Casey Dental

Dr Jayson McNaughton approached Medifit in August 2008, seeking help with the design and construction of a new practice in Casey, in Melbourne's south-eastern suburbs. Situated on a major arterial road with great exposure to passing traffic, the greenfield site presented the Medifit architectural design team with the opportunity to design and construct a building that would provide a state of the art dental facility for Jayson and his staff and catch the eyes of passing motorists.

The practice was designed to accommodate 10 chairs operating at once with maximum efficiency, while providing adequate storage and operational areas and present a contemporary, professional image to patients.

"I gave Sam a basic outline as to what I wanted based upon looking at examples of previous practices he'd built and he did the rest. I wanted the final result to be a modern practice with aesthetic appeal that would make for an iconic building in the City of Casey. Medifit then took control of dealing with all aspects of the construction, from permits and approvals right through to completion and handover. I know I have a quality product that is not only a great investment for the business but also for the capital growth of the real estate."

"The new practice has been a great success with great feedback from patients and a continually expanding patient base. Sam and all the Medifit team were very easy to deal with and attentive to all the important details, of which I would have no idea of. Medifit met all the wishes I had for the premises and should I be game to build another one in the future, I would use Medifit without question."





Case Study: Integrated Dental

Dr Naomi Hollander has built twice with Medifit. In 2009, she approached Sam Koranis from Medifit with a plan to build new premises for her second practice. “I decided to develop my practice to provide my loyal patient base (that I had acquired after 20 years of practice) a place where they could relax, feel comfortable and yet still give them the best care with state-of-the-art equipment.”

Naomi had experienced first-hand the process of establishing a practice with her initial practice. She was very aware of the challenges involved and was happy to work with a comprehensive solution provider.

The site covered approximately 1500m² and was essentially a blank canvas. With that sort of space to work with, Naomi wanted a building that would both accommodate her own practice and put her in a position to generate an income from leasing out the remaining space. She also wanted a building that stood out from a design perspective.

She knew that a structure that was aesthetically pleasing, modern and spacious would be attractive to prospective tenants and Medifit developed architectural concepts to arrive at a solution that presented well from the street and offered excellent exposure for both the principle practice and other tenants. Extensive landscaping was undertaken to create an harmonious integration with the local environment and a glass lift adds a touch of contemporary elegance. As testament to this approach, the property has been continuously occupied since the building opened in 2011.

The practice itself was designed with aesthetics and productivity at the forefront.

“My objective for my new practice is that it had to be streamlined, aesthetically pleasing, clean looking and spacious, with well thought out design for my dental needs and for the happiness of my staff. I think the best aspect about Medifit is that it is a one stop shop. I don’t need to be concerned about any aspect of the project from town planning right through to the end when we receive our certificate of occupancy. All the stress is taken from the client. The other aspect I particularly love is their design of dental surgeries. It is obvious that it is their area of expertise.





Case Study: Diverse Dental

In 2017, Dr Hollander seized the opportunity to repeat her success and secured a block of land in Koo Wee Rup, a regional town on the periphery of the Melbourne metropolitan area. The new practice would again be in a purpose-built building owned by Dr Hollander with additional tenancies available for approved healthcare businesses.

After her experience with Medifit at Pakenham, Naomi again sought out Sam Koranis, Medifit's Managing Director, to help undertake her new project - and Diverse Dental was born.

"Naomi's passion and her drive to succeed are very impressive. We were honoured to be chosen again to help her design and build her second practice and, we are very proud of the outcome," Mr Koranis said.

Following a comprehensive briefing process, Medifit's architectural team swung into action and developed conceptual elevations. The building was designed over two levels, with the dental practice occupying 40% of the top floor, while the balance of the 600 m² lettable area on the first floor and ground floors would be available for future tenants. The 2000 m² site provided room for a generous car park with 38 car bays available for the tenants and their patients.

The design of the building was an interactive process, driven by Council requirements and feedback from Naomi and Medifit's creative architectural team. The result is a stunning, multi-faceted building with impressive elevations from every angle.

From the front, the building presents a contemporary facade, with alternating red brick and rendered cement walls set at subtly

different levels, bisected by a glazed stairwell. Timber panels and fins on the windows and across the stairwell help to soften the brick and concrete aspects that enhance the building with a natural, welcoming feel. The building contains two balcony areas to the front elevations, each with a unique architectural treatment providing spaces to enjoy the open air in comfort.

From the side, the clever architecture is revealed with the rear of the building suspended on columns to provide undercover parking. The top floor seems to float in the air, giving an impression of lightness while vertical panels of alternating greys tie the side of the building into the streetscape.

The practice opened for business on time and was booked solid from the opening week. From the time Medifit started on site, it only took 9 months to build and complete the fitout in its entirety.

Dr Hollander said "I just want to say a BIG thank you to everyone at Medifit for the amazing project you have completed at Koo Wee Rup. I think the outcome is outstanding! Sam, I really appreciate your openness, mentorship and honesty. You say it how it is and I love that. Further to this, I wish to add that the project not only came in under budget (which is no mean feat for a project of this scale), it was completed on schedule too.

"Medifit proved that being the longest serving national company in the healthcare design and construction arena equates to a great outcome at every level. I would highly recommend Medifit for any project on any scale as the proof is in the pudding. Once again, thank you to all the team."

Sam Koranis added "If you are ready to build your field of dreams, we are ready to help. With over 45 ground up projects in our portfolio, Medifit have the experience to make your dream practice a reality".