



Two surgeries in two months

Dr Andrew Cayley is an orthodontist starting his new practices in the towns of Mandurah and Bunbury in the South West of Western Australia. After sharing rooms in Mandurah for some time, he was ready to open his own rooms in these two growing towns.

Mandurah is fast becoming joined to the outer suburbs of Perth and Bunbury's growth over the last decade is second to none in WA. It is an hour and a half drive from one to the other making it ideal for a dual orthodontic practice.

Dr Cayley needed both practices to be designed and fitted out within a very short timeframe due to imminent finalisation of shared facilities he was occupying. He contacted Medifit due to their reputation of being a one-stop shop for the complete design and fitout. It was critical that the design fit the budget and that the implementation was completed on time allowing a smooth transition between premises.

"I needed to fit-out two orthodontic practices at short notice early in 2003 and I contacted Geoff Raphael from Medifit for assistance and advice," Dr Cayley said. "Medifit offer a complete package from the initial discussion of my ideas, right through to handing-over on the appointed date. Their team was able to coordinate and supervise the whole design and installation process."

As the first specialist orthodontic practice Medifit had designed, the company undertook market research to ensure their final designs reflected contemporary practice and also married with the client's needs and wants.

"Dr Cayley was great to work with in terms of exploring different ideas and different ways to create the feel and the space we were chasing," said Geoffrey Raphael, Medifit Design Director. "The rectangular tenancies we were dealing with called for a softer and somewhat curved approach to the interior to take away from the 'box' tenancy feel."

"The initial meeting involved discussion of concepts from the retail world, such as landing zones, all of which was new to me," Dr Cayley continued. "It was clear from examples of previous fitouts that Medifit were keen on the use of curved walls. As the design process pro-



gressed, I was impressed with the range of design ideas which were presented and discussed; the level of experience and attention to detail of the Medifit team; the willingness of the designers to incorporate amendments; and their ability to solve problems. They provided invaluable assistance with interior décor and also assisted with the design of my corporate identity."

Once the design on both tenancies was signed off, the installation began.

According to Mr John Gullotto, Medifit's Projects Director, the secret to a

speedy fitout is to spend time up-front planning the critical path of the project.

"This always seems to be a waste of time to most clients as nothing is happening on site," Mr Gullotto said, "but without this programming, the project will always take longer to complete. If all the trades know when they are due and what is expected of them at every stage of the project, then the project looks simple and that's how it should seem to an onlooker. That means we have done our job in the planning stage."

"The installation process itself was managed with almost unbelievable speed and efficiency," Dr Cayley said. "Both premises were ready on time, with only a few minor details still to be completed. Probably the most valuable aspect of the package from my point of view was the supervision and coordination of the various trades. This would have been virtually impossible for me as I was working myself. The handover was thorough, and a list was made of small defects which needed to be rectified. These were sorted out without fuss."

Medifit also paid attention to the intended clientele of the practice, which was identified as predominately teenagers and parents, and according to Mr Raphael, a very different approach of how to address this market was taken.

"There are a lot of new and innovative



ideas we have incorporated into the design including model storage systems that use 30% of the space of conventional shelving and each chair being fully screened from the next with easy doctor access along a rear pathway," he said.

"The design is bright and cheerful whilst being relaxing when in the treatment area. We have used curves to get away from the box feel. The refresh areas reflect a touch of pampering and the dual corridor system allows clients access to treatment without seeing back-of-house facilities. The reception is a balance of bright colours in soft curve forms and is very easily identified on entry. The waiting area uses funky bench seating which has individual seats and backs - this gets around the psychological aspects of bench seating and its restrictions on personal space.

"We also developed a dental

cart system to suit Dr Cayley's individual requirements. The standard carts available are very good but did not totally suit Dr Cayley's operative requirements, so we designed and built one from scratch. This was actually not cost prohibitive."

The fitouts both include reception and waiting, three treatment areas, sterilisation, office, staff area, small lab and refresh area for clients.

"The Medifit package is comprehensive, including everything from plumbing to alarm systems, and from data network installation to selecting

light fixtures," Dr Cayley said. "The final drawings, which included ceiling, electrical, plumbing and floor plans, together with elevations and rendered CAD images, were signed off, and a quote was prepared."

Dr Cayley moved into the premises in March and May respectively after three-and-a-half week fit out periods for each. Existing chairs were renovated and reused and Dr Cayley sought the majority of his other equipment from Mr Mark Taylor at Henry Schein Regional.

According to Dr Cayley, he is very pleased with how the fitouts are performing now that he has been operating in both for some months. "The two fit-outs have been very successful and I am very happy with the final results in both locations. I have since recommended Medifit to several colleagues."

