



Class 1, Stage 2 open for business

Class 1 Orthodontics is a multi site orthodontic practice, the brainchild of Dr Chris Orloff, a specialist orthodontist in Perth. Since establishing the initial practice in Rockingham, Chris has expanded Class 1 to five locations, providing orthodontic services over a wide geographic and demographic area covering Perth's south eastern suburbs and regional areas including Kalgoorlie and Busselton. For each of his practices in Canning Vale, Baldvis and Rockingham, Chris has utilised the design and construction services of Medifit.

Chris first contacted Medifit in 2008 for the design and fitout of Class 1's Canning Vale practice.

The next project, Class 1's Rockingham practice, was featured in *Australasian Dental Practice, Volume 21 Number 6, November/December 2010*. Medifit had just completed an extension, expanding the practice into an adjacent unit. Covering some 220m², the new space was designated Stage One and designed to reflect Chris's vision for Class 1 with Stage Two being the redesign and renovation of the original space. With Stage Two complete, the Rockingham practice now covers approximately 500m².

Chris stated "My vision for Class 1 orthodontics has evolved over the last couple of years. I wanted to bring together a team with a common goal of providing contemporary orthodontic care in a context that included enjoyment - enjoyment derived from the level of interaction with the patients; young and old, as well as a level of enjoyment of the physical environment."

Stage One at Rockingham featured a vivid, bright colour scheme with abundant natural lighting to create a stylish, contemporary patient experience. Throughout the planning process, careful attention was paid to patient flows and the way staff operated in the space.





These decisions have manifested in a very productive practice. An innovation at the time, Stage One contained a refreshment area offering patients and visitors the full café experience inside a dental practice.

When the time came for Stage Two, Chris again approached Medifit for advice on updating the practice and better utilising the space he had available. In response, the Medifit design team created a space that seamlessly blends with Stage One and unifies the areas into a cohesive whole.

Chris says “Over several years, we have developed a strong partnership with Medifit who are our preferred fit-out specialists. The design team are thoughtful and innovative and really listen to the brief and develop our ideas tremendously well.”

The café has been replaced by a kids nook in the new expanded waiting area adjacent to the entrance while a feature timber bulkhead links the space to the greeting and appointment pods. A secondary waiting area provides additional space for patients with comfortable seating built into eye-popping circular recesses in the wall.

In Chris’s words “The reception pods bring the customer service function of our team to the forefront, with no barriers between the team member and patient”.

The look and feel of Class 1 is unique. The signature Class 1 green providing contrast to gentle greys, white walls and light timber finishes. The careful use of natural timber features and signature circles and curves combine to deliver a comforting and



warm ambience, perfect for calming anxious patients. The overall effect is a beautiful yet functional space.

The kids nook features fun animal-themed wallpaper with a workspace for young patients to play or exercise their creativity while they wait.

A highlight is the fun “selfie wall” - a space where children can update their social media with llama-themed selfies. The llama theme is a nod to another of Chris’s business ventures, an alpaca farm in WA’s south.

Built in circular seating is designed to complement the space with soft textures and curves. The softness of the overall theme is echoed in the light fittings, again circular in shape and textured with fabric to help dampen the acoustics.

The treatment areas are a combination of intimate spaces for privacy and open areas for adjustments and minor procedures. Large wall-mounted timber circles are backlit to provide additional ambient light and visually connect the space to the rest of the practice.

The space has been designed for peak productivity and it shows. The steri bay is tastefully finished in white with timber accents and is easily accessible from the open plan treatment area.

After Medifit had completed Stage One, Dr Orloff stated “I don’t expect that there is another company that can design and deliver a project on time and on budget in the way that Medifit does. The attention paid to our needs and desires was beyond reproach and I feel that their approach to their customers aligns with our own.”



Summary

The Practice

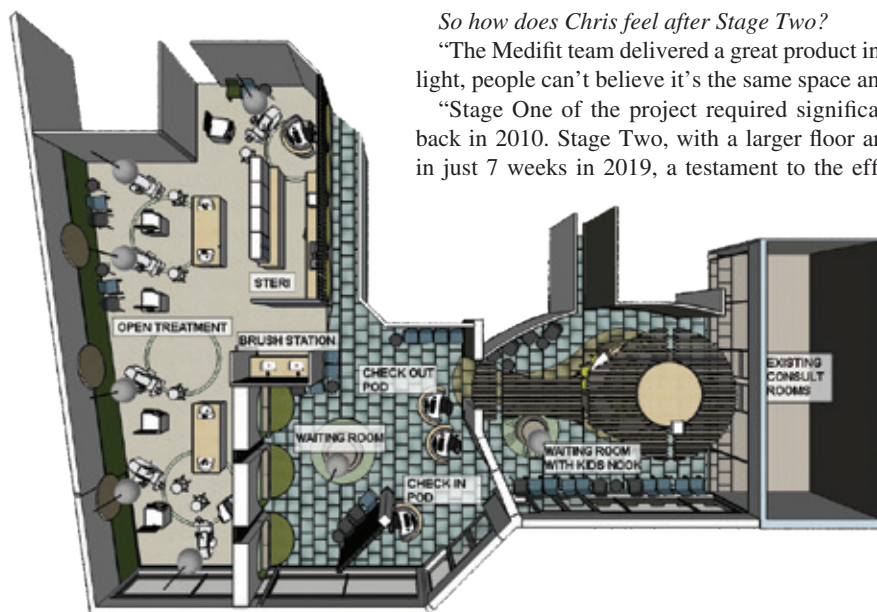
The Practice	Class 1 Orthodontics
Principal	Dr Chris Orloff
Type of Practice	Specialist orthodontic
Location	Rockingham, Western Australia
Size	498 square metres
No of chairs	9

The Team

Design	Medifit Design & Construction
Construction	Medifit Design & Construction

Equipment

Dental Units	Pelton & Crane Dexta
Autoclaves	Melag Vacuklav 23B and Cominox Stericlave 24
Compressor	Pilot Air Trademaster 10
Suction	Silent Master S2
Suction	Orthotrac



So how does Chris feel after Stage Two?

“The Medifit team delivered a great product in time and on budget again. It’s so clean and light, people can’t believe it’s the same space and ask if we have had extra windows put in!

“Stage One of the project required significant structural works and ran for 16 weeks back in 2010. Stage Two, with a larger floor area, was completed on time and on budget in just 7 weeks in 2019, a testament to the efficiencies possible with experienced hands on the wheel.”

Medifit’s Sam Koranis added “I’ve known Chris for 12 years now and have always respected his business acumen and vision for Class 1. We share common values regarding quality outcomes and operating with the utmost honesty and transparency and it has been a pleasure working with Chris for the 4th time. The Medifit team are proud to have played a part in helping Chris grow Class 1 into one of Perth’s leading orthodontic practices.

“We wish Chris and the staff at Class 1 every success in their new practice.”