



Delivering a practice with sparkle

The champagne flowed and a good time was had by all as Drs Alex Devellerez and Shareen Lim together with over 40 friends and colleagues celebrated the opening of Sparkle Dental. It had been a long six months for the pair, but the last three months were made easier with the help of Medifit.

After searching for the right premises for almost a year and starting design work with another builder, Dr Lim was frustrated with the direction the design was heading in. After explaining her frustrations to Mark Taylor and Chris Carrigy from her equipment supplier, Henry Schein Regional, they recommended she talk to Medifit. She explained to Medifit's managing director, Sam Koranis, that the initial work of the previous builder was not what she wanted. She did still want the surgery open and operating by the end of August and even though it was now June,

Medifit agreed to take up the challenge.

Originally, Dr Lim requested three treatment rooms in the space. After studying the area, however, Medifit's design team assured her that because Medifit specialized in making the most out of limited space, she could in fact have four treatment rooms, as well as all the other elements she required.

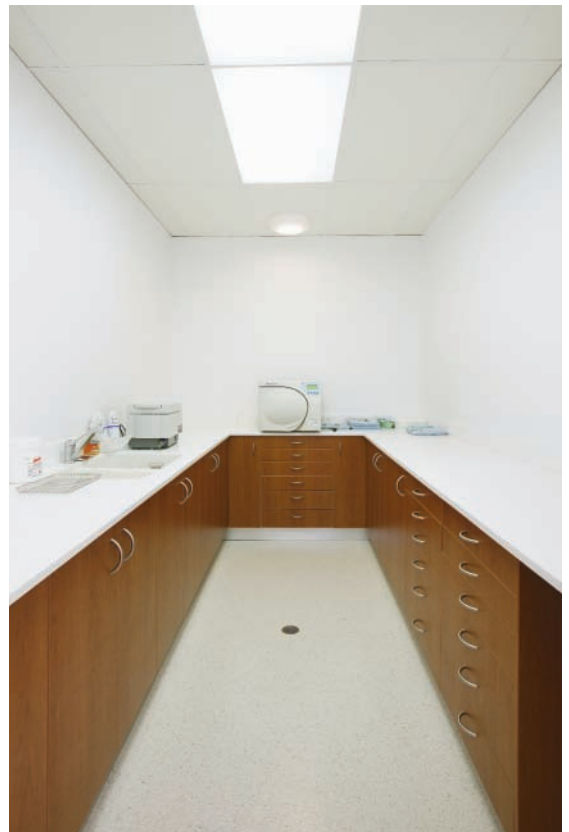
Mr Koranis explained the way to maximize the return on their investment was to ensure they got as many surgeries as possible, which, after all, is where you earn your living. His explanation of the cash flow issues was excellent which added considerable value to the Medifit offer. "Sam's background in Accountancy was a big help which allowed us to consolidate our thoughts and future direction," Dr Lim said.

Dr Lim was unsure about four surgeries, but was delighted when she saw the

initial sketch plan. "It was just what we wanted, and more!," she said. "We were impressed with the time Medifit's designer, Anthony, spent with us to find out what we envisioned for our practice and its future and the features we wanted to be incorporated. The attention to detail was excellent and the detailed designs and 3D drawings allowed us to visualize what we would be getting."

A splash of red and a square, low, approachable counter in the reception area effectively achieved the brief. The red wall acts as a privacy wall for the practice manager and displays the main signage.

"Dr Lim was after a modern and professional design to suit the mixed demographic of Joondalup, which is a burgeoning seaside suburb in the north of Perth," said Anthony Connor. "The biggest challenge was not getting four surgeries, but rather the fact that two of the



external walls were constructed of full height glass which we couldn't block out due to the building owners constraints. This, however, helped with giving the surgeries plenty of natural light and adding to the clean lines a modern design requires."

The design process from briefing to pricing drawings was complete in just three weeks thanks to a concerted effort from the Medifit design team. The project was then fast tracked through pricing and concurrently sent to council for approval while construction began.



“Construction progressed quickly and we were so relieved to be able to sit back and let Medifit’s projects director co-ordinate the whole project and ensure that it all went to schedule. Everything went smoothly onsite and the project finished on time and on budget. We’re thrilled to be here,” Dr Lim said. “We have settled in and the space is

working very nicely. Everything is where it should be for a very smooth running practice.”

“It really is a credit to our whole team to be able to design, document, price, gain all shire approvals, and completely build the fit out of a surgery from start to finish in twelve weeks with no compromise in design or fit out quality,” said Medifit Design Director Geoffrey Raphael.

“It’s not something we recommend, however. It’s best to build-in contingencies for unknown factors and more often than not, councils will take as long as they want to take, which tends to frustrate the process. The ideal time frame for a medium-sized dental practice in a tenancy with no structural work required and no planning issues, is approximately six months from start to finish. With structural implications or council planning issues, each project is looked at individually and an appropriate programme set.”

According to Drs Lim and Devellerez, the response at their opening night was overwhelming from both colleagues and friends. “They all loved it. We highly recommend Medifit to all dental professionals as an affordable solution which delivers professionalism, quality and reliability without any of the stress.”



SPARKLE DENTAL W.A.

Making it all fit

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