



## New specialist practice for Jandakot

**O**rthodontics on Berrigan is the brand new practice of specialist orthodontist Sivabalan Vasudavan, located in the Perth suburb of Jandakot.

Dr Vasudavan, a graduate of the University of Western Australia's School of Dentistry, completed his specialist Orthodontic training at the University of Sydney. He was then selected as the inaugural Fellow in the Craniofacial and Cleft Lip/Palate Orthodontics program at the Children's Hospital Boston and Harvard University, where he completed his clinical Fellowship training over 2 years and concurrently completed a Master of Public Health degree from the Harvard School of Public Health.

Rather than accept a position at Harvard University and the Children's Hospital Boston, Dr Vasudavan instead decided to return to his home in Western Australia to establish his own orthodontic practice.

"I've been fortunate to pursue educational opportunities in some leading institutions of excellence in orthodontic care and these experiences have shaped my perceptions and vision for my own practice," he said.

"After finding an ideal location in Jandakot, I went in search of the right team to deliver upon my vision. We undertook our initial due diligence on a number of design and fitout consultants and selected Medifit to design and construct the practice itself

and Levitch Design Associates to develop our branding. Both organizations are national leaders in the dental design space and we were excited at the opportunity to work with them. Medifit could offer us an integrated fitout design and construction service which was an important factor as we embarked upon the establishment of our very first practice. I found Sam Koranis, their Managing Director, to be very personable and he was committed to tailoring a solution which suited my requirements.

"We also wanted the practice philosophy to flow through the entire patient experience, from start to finish - from a patient's initial visit to our website to their regular appointments at the practice. To



*3D rendering developed in the design phase*

achieve this, we engaged Levitch to develop the practice brand as a first step. Their scope included developing the practice name, a tag line, colour scheme, style guide, stationery suite and advertising materials. Once we had a brand, we could begin work with Medifit on the practice fit-out design.”

The general design philosophy for the practice was to create a contemporary and welcoming interior with a vibrant and fresh clinic. Being a new practice in a newly developed area, it was also important that the practice be easily recognisable with a strong street presence to make it easy for new clients to find.





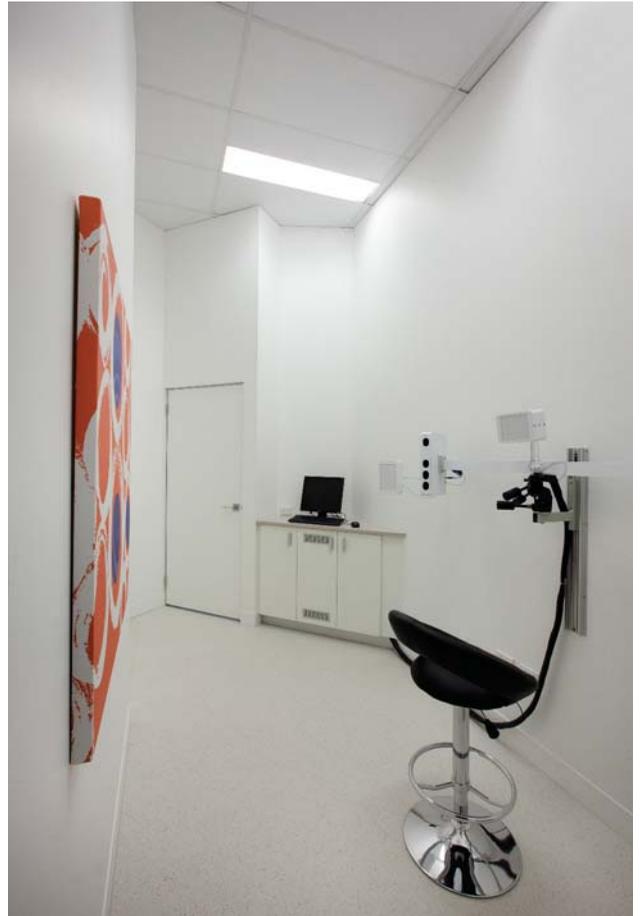
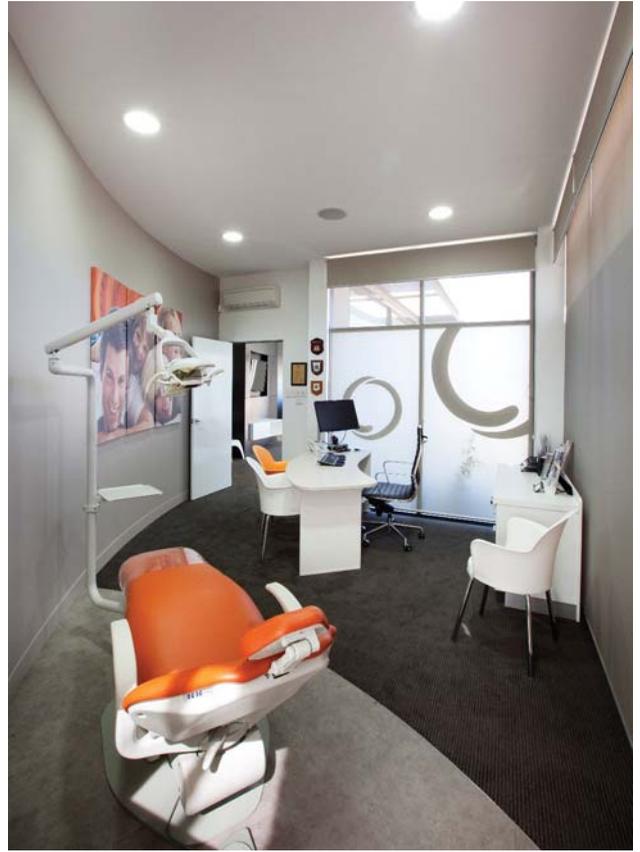
“Through a collaborative effort, the interior designer from Medifit, Sophie Fernandez, incorporated my detailed brief into the practice design with the branding developed by Levitch. The 3D rendering was very effective in conceptualising my vision and served as a blueprint for the overall layout of the practice. Sophie is a highly talented interior designer and embodies Medifit’s commitment to excellence.”

The main functional request for the fitout design was that it should be open and free flowing to accommodate peak practice flows. The main treatment area needed to house four chairs in addition to a semi-private treatment area housing an additional two chairs. Other requirements included a lab, sterilisation area,

staff area, consult and records rooms and storage areas and sanitary facilities for both clients and staff.

The site chosen by Dr Vasudavan was located on the corner of a new strip of commercial buildings with full glass frontage to the main road. The large glazed window frontage was specifically integrated into the design to help achieve the open feel that Dr Vasudavan was seeking.

The reception and waiting areas were located along the length of the building to enhance patient flow through the practice and the feeling of space. The end of the waiting area leads into the consult room and office of Dr Vasudavan, which is framed entirely by glass windows. A combination of graphics and blinds



provides privacy and enables this area to serve the dual role of office and consult room.

The building's high ceilings were also ideal in creating "openness" and facilitated a play on ceiling levels by introducing a bulkhead over reception. Along with the abundance of natural light in this area, it also enabled the use of darker colours which in normal circumstances would make a room appear smaller.

In the treatment areas, where natural light is not available but high ceiling levels are, vibrant depictions of the logo on the walls are used to accentuate the high ceilings, provide visual interest and draw together the practice brand.



## Summary

### The Practice

Principal	Dr Sivabalan Vasudavan
The Practice	Orthodontics on Berrigan
Type of Practice	Specialist orthodontic
Location	Jandakot, Perth, Western Australia
Size	233 square metres
No of chairs	7

### The Team

Design	Medifit
Construction	Medifit
Branding	Levitch Design Associates

### Equipment

Dental Units	Pelton & Crane 1700
Sterilisation	Mocom Millennium B+
OPG	Sirona Orthophos XG5
Compressor	Cattani K200
Suction	Cattani TurboSmart
Software	Dolphin

The treatment area itself or “the hub” of the practice is a large open space. Each chair has its own treatment pod which is specifically tailored to Dr Vasudavan’s requirements and two separate benches serve as the main storage and working areas. A private treatment area partially obscured from the main area by a curved half height wall provides privacy for adult patients or those requiring impressions.

Transitions in flooring finishes within the waiting area help to delineate areas and also provide visual interest. This theme is again repeated in the treatment areas by using contrast colours in a vinyl flooring material.

The overall look and feel of Orthodontics on Berrigan is contemporary and welcoming. Upon entering the practice, the waiting and reception area lends itself to a modern feel; the use of orange gives it warmth and an element of vibrancy. This continues into the treatment areas where graphical elements of the brand and lighter finishes brighten the space. Curves and angled walls create a natural pathway for patients to follow and help to generate the free flowing openness that creates a comfortable environment for both clients and staff.

“Our new, state-of-the-art facility has been architecturally designed to serve the needs of our patients in a sophisticated and modern environment,” Dr Vasudavan said. “We’re proud to offer

the most advanced diagnostic imaging modalities including 3D stereophotogrammetry, digital study models and digital radiology.

“Our patients really like our 3D camera that produces a digital contoured map of their face, much like having their own Avatar. We used this technology in Boston to evaluate our clinical outcomes and carefully plan treatment strategies for our complex patients with the camera picking up the tiniest facial differences so we are able to recommend the most appropriate treatment approach which will yield the optimum facial and orthodontic outcome.

“I selected my Pelton & Crane chairs, compressor and suction equipment from Henry Schein Halas and digital radiographic equipment from WA Sirona agents Health Technology Consultants [HTC]. I was very pleased with both the attention and commitment to service I received from Jeremy Stafford and his team at Henry Schein and from John Pereira and his team at HTC. The team at Medifit liaised with the various suppliers and incorporated the detailed specifications of my equipment choices which resulted in a very smooth installation of equipment following the fit-out.

“The final result that Medifit has been able to achieve is very impressive, and I have received compliments to this end from patients, staff and colleagues alike.”