



Spectacular art deco practice attracts patients

By David Petrikas

Good taste and good design have combined to create a truly stunning new practice in the upmarket Brisbane suburb of St Lucia. The overall design direction was a lucky accident of location; the execution was anything but, being a masterstroke of craftsmanship, engineering, functionality and style.

Brisbane dentist, Dr Angus Quinn, originally bought into an established dental practice that had operated opposite the new site at St Lucia for 40 years, before joining Prime Practice's comprehensive practice management program.

When he outgrew the original modest building, Dr Quinn acquired the property opposite on Hawken Drive, immediately alongside the art deco residence of former Governor General, The Honourable Dame Quentin Bryce AD CVO.

The Governor's residence is an important part of Brisbane's history, having hosted many famous visitors over the years including General Macarthur during World War II. In fact, it was the Governor's private residence that provided the inspiration and design direction for St Lucia Dental with the "art deco" style being a stipulation of the Development Application to harmonise with its historic neighbour.

"This is a good area of Brisbane and we wanted our building to blend in," Dr Quinn said. "It is now an iconic building in its own right and signifies our offering of premium grade health care."

Dr Quinn said he wanted to do justice to the building and build it to last without cutting corners. The scale of the three-storey building, with its signature art deco curves and roof terrace, makes a strong visual impact.

"We wanted to capitalise on the art deco theme. My father (Dennis Quinn) is a structural engineer and was responsible for the basic design and we appointed an architect and building company to design and construct it to our specifications."



The colour palette chosen by Dr Quinn and his father was a simple and straightforward choice of stark white, contrasted with distinctive powder blue art deco signage and a feather-inspired fan shaped design.

Inside, natural travertine flooring, a white marble reception counter, white walls and extensive use of glazing adds to the light and airy feel, which benefits from interesting shaped window designs at the front of the building.

The feeling of spaciousness is enhanced by the minimalist open plan, which unites the foyer, waiting room and children's

play nook. The north facing waiting room is drenched with light, while generous glazing is also used to bring light into the eye-catching internal staircase. The five surgeries connected by a wide hallway and generous 2.8 metre high ceilings occupy the rear of the building.

A sterilisation room is located at one end of the hallway, with the staff meals area and kitchen opening onto a small covered deck at the other. Dotted along the spine of the building are patient amenities, OPG room and concealed storage areas, plus a lift well.



Internal finishes exhibit a restrained but unmistakable opulence, with travertine stair treads and a chrome handrail with glass balustrades continuing the art deco theme. Upstairs is a large, mainly open plan area suitable for future expansion, plus a separate light-filled private office featuring a marble desk and inbuilt shelving. This level includes a second fully-equipped kitchen and large boardroom, complete with boardroom table and flat screen monitor for staff training.

Both the boardroom and private office open onto an expansive tiled undercover deck, for refuge from the Brisbane sun (or rain). It is in turn connected by a spiral staircase to the roof terrace, which offers further glimpses of the nearby Brisbane River and city in the distance.

The south-facing surgeries on the main street level floor also benefit from floor to ceiling windows looking towards the Brisbane River. Streamlined A-dec 500 dental chairs with simple black upholstery and bright white delivery systems fit in neatly with the minimalist cabinetry. Local A-dec dealer, Dental Depot of Windsor, assisted Dr Quinn in equipment selection and the optimum location of services.

Dr Quinn said the final result had not only created a great work environment for both he and his staff, but had resulted in a doubling of new patient numbers within weeks of opening. "Patients come in here and say it's like walking into the Waldorf Astoria. We've also had a lot of feedback on social media from around the world".

Equally importantly, Dr Quinn invested in quality dental equipment, which he says is an important part of the practice's offering to patients, in both clinical terms and a comfort perspective. "We're a full scope general family practice. I have two therapists/hygienists and I focus on implants, complex crown and bridge and wisdom teeth removal, general dental and a little bit of ortho.

"I regard the A-dec 500 as my 'E' class Mercedes. From a clinical perspective I can't fault it. Everything is there at your fingertips. When patients lie back on this chair they forget they are here. As a dentist you need to have your patients anxiety-free and while communication is one of the most important things, good equipment and the overall environment we've created with this building are all an important part of the puzzle."



How were you introduced to Prime Practice?

My uncle is a dentist who did the Masters Program with Prime Practice. While I was still at dental school, I came along to a few workshops which planted a seed for me. After I bought my own practice, I saw Dr Michael Sernik do the Prime-speak Seminar and that was the clincher for me. It was really, really good. I got on board about 6 years ago as a client and have been with Prime since then.

What has changed in your practice?

When I bought my practice, I started off doing 2 days a week and now, 6 years on, I have 4 clinicians working full time in my practice. We have just moved from a small house in St Lucia to a brand new purpose-built practice just 10 weeks ago.

How did you get to this point?

I have worked incredibly hard to get to this point. With the help of Prime, I have systemised my whole practice so it works for us. Most goings-on have been regimented. Prime has definitely benefited me in getting a greater understanding of my practice and how everything is run. I see Prime Practice as a lifestyle management program. You get the tools to put in the right systems so you can enjoy your life outside dentistry. Life isn't all about work! I have

great people around me, so I am able to take time off. The systems have created a solid foundation for the team to work from.

How has the coaching experience been?

My Prime coaches have been fantastic. Having someone to run things over with and someone support me through my business decisions has been the best thing Prime has given me.

Has your team changed much over the years?

Yes! Our core team have been fairly consistent, but we have a team of 15 auxiliaries, located right next to a university, so yeah, people move on. The great thing is that the base is strong and the systems are strong, so it's relatively easy for someone to come in and take on work.

What else have you gained from being in the Prime Program?

The workshops have also been great to get the team on-board. They get to see how a great practice should be run and they get a better understanding of where I want to take the practice and why. We actually have a workshop next week with the team. Prime have also helped us to orchestrate a really efficient recall system. Without these, I reckon you don't have a pulse.



Summary

The Practice

Practice Name	St Lucia Dental
Principal	Dr Angus Quinn
Practice Type	General
Location	St Lucia, Brisbane, Queensland
Size	400 sqm (Dental) 1396 sqm (Total)
No of chairs	5

The Team

Architect	PUSH and Leith Architects, Brisbane
Senior designer	Mark Leith
Interior designer	Angus and Dennis Quinn
Construction	Condev Construction Pty Ltd (Brisbane)
Project Manager	Jeremy McKenzie (Condev)
Installer	Dental Depot, Brisbane
Photography	Murray Rix Rix Ryan Photography Southport QLD

Equipment

Dental Units	A-dec 500 Traditional Delivery
Sterilisation	Sirona DAC Professional+
X-Ray	Schick digital intraoral X-ray unit Sirona Orthophos XG 3D CBCT
Digital Imaging	Acteon Sopro 717 intraoral camera
Compressor	Cattani K300 x 2
Suction	Twin Cattani Turbo Smart B
Software	Exact

Dr Quinn said the A-dec 500 was ideal for crown and bridge and endodontic procedures as the patients were very comfortable in the chair. “Every patient who sits in this chair wants to take it home to their lounge room,” he commented.

“Having A-dec 500’s in each room (each with pre-programmed settings for multiple users), you all know exactly where the patient has to be lying on each chair. The thin backrest is perfect and when it is touching my thighs, it sets me up in the ideal work position for my loupes and all I need to do is a little adjusting of the headrest to put the patient in the perfect position.”

Dr Quinn opted for a traditional delivery system with cuspidor (spittoon) and also an A-dec LED light and high resolution Acteon/Sopro 717 intraoral camera, linked to a chair-mounted monitor.

“The assistants like the LED light and so do I. I had been using a headlight, which was annoying me with the loupes, so the A-dec LED light is very good. What I like about it is it’s almost like a hospital light and you get a much broader field of light, that’s the best thing. Halogen lights are also hotter.”

Dental Depot Sales Manager, Mark Czerniawski, said the main advantage of the A-dec LED light was that it closely

mimicked natural light with a light temperature of 5000K enabling accurate soft and hard tissue diagnosis, which is particularly useful for diagnosing oral health and shade matching of composites and veneers. It also features a ‘cure safe’ mode to enable longer working time with light cured composites.

The LED also lasts the virtual lifetime of the chair, with an expected life of 10-20 years, unlike halogen bulbs that needed regular replacement.

