



Brampton Dental Arts Brampton, Ontario

Dr. Azeem Sheikh

High tech, yet soothing. Contemporary, yet timeless. If those descriptions seem contradictory, you must visit the new office of Brampton Dental Arts, which succeeds in combining all of these design elements into one space. Dr. Azeem Sheikh joined a practice with another doctor in 2003 when it was located on the second floor of an old, rundown building in Brampton, Ontario. He took over the office in 2005 and began transforming it into the ideal dental practice he had always envisioned. He expanded his services to include everything from simple restorative dentistry to complex periodontal and implant surgeries—Brampton Dental Arts was born. Although he continued to work out of the existing office,

it was clear that it had severe limitations, which lead him to consider relocating to a new office.

Overcoming dated equipment and cramped space

Even though the existing equipment in the practice was still in good working order, it was 20 years old – far from the cutting-edge technology Dr. Sheikh desired. The second floor location was also a problem—with no elevator, patients had to climb the stairs. The practice had no visibility from the street and lacked the ability to attract new patients. Finally, the space itself was cramped and offered little opportunity for the addition of new equipment.

“My dream for the ideal office incorporated the latest in dental technology while offering a comfortable environment to patients,” explains Dr. Sheikh. “Having completed many surgical courses, I also required more space in my operatories.”

Dr. Sheikh started by contacting his Henry Schein Field Sales Consultant Mike King. “Dr. Sheikh and I had many business discovery meetings which started before this project was on paper,” explains Mike King. “He visited other offices I had built and discussed these projects with the clients.”

Dr. Sheikh recalls, “I chose Henry Schein due to their experience and expertise, which went a step above the rest.” Working together with Oomph Design, Henry Schein quickly drew up the plans and collaboratively worked with the designer Ian Graham and the general contractor.

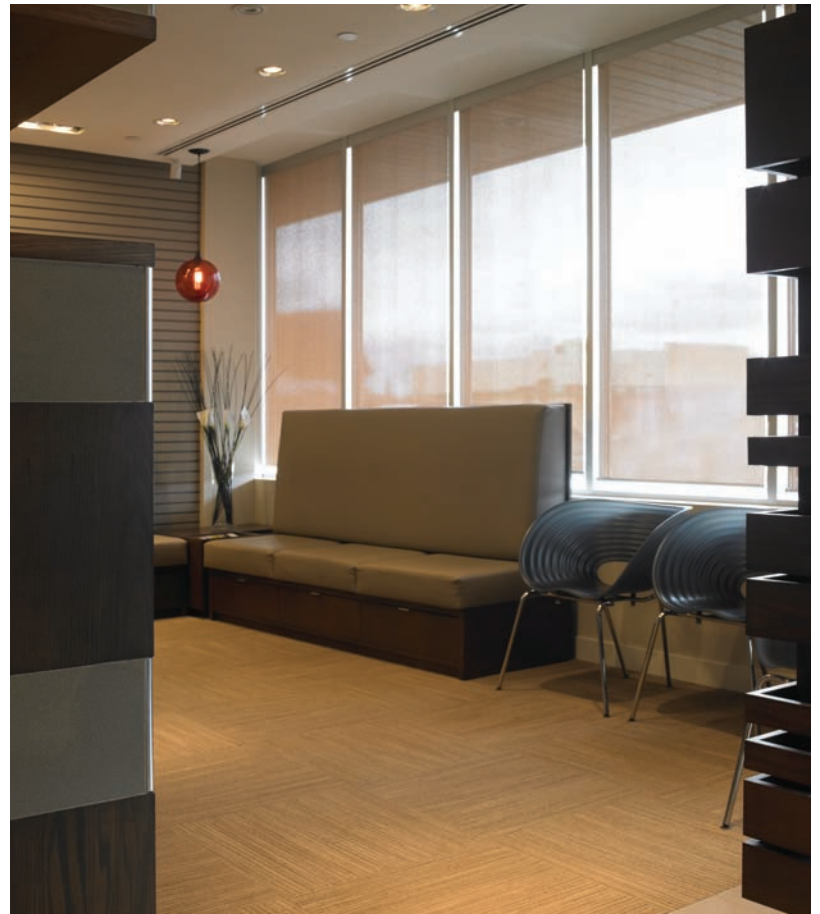
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Striking Aesthetics, High Level of Care

Today, Dr. Sheikh and his staff enjoy a new 2,400-square foot practice that’s only two miles from the original location. It offers five spacious operatories and a sixth that’s currently a relaxation and recovery room.

Throughout the office neutral hues are layered tonally and texturally, creating a soothing palette on both floors and walls. The result is a contemporary look with clean architectural lines.

In the waiting room, the sleek fireplace is inlaid between 2 x 4-foot porcelain tiles with a large screen TV above. A one-of-a-kind sculptured wood screen with a rich dark stain separates the reception area and waiting room. The area is configured to allow a comfortable workflow. A custom-designed bench sofa features hidden storage. Artistic vacuum-formed polymer and steel chairs sit alongside it.







At the reception desk, patients are treated to a gorgeous backdrop created by mounting office signage to the front of back-painted glass. Acid-etched glass walls and doors allow light into the consultation rooms, yet maintain privacy.

The large operatories feature state-of-the-art Sirona C4+ and C8+ treatment centers outfitted with intraoral cameras. Large flat-screen monitors adorn the walls.

Patient Care Enhanced Through Technology

About 40% of Dr. Sheikh's patient load is complex periodontal and implant surgeries. Naturally, his focus was on technology that would elevate the treatment options in that area.

"One of the best features of the new office is digital X-ray," explains Dr. Sheikh. He integrated a DEXIS digital sensor system along with an OP200D Panoramic X-ray from Instrumentarium. "For implant surgeries, the Volumetric Tomography feature on the OP200D takes images that save time and allow us to perform implant, bone grafting, and sinus surgeries more accurately and efficiently."

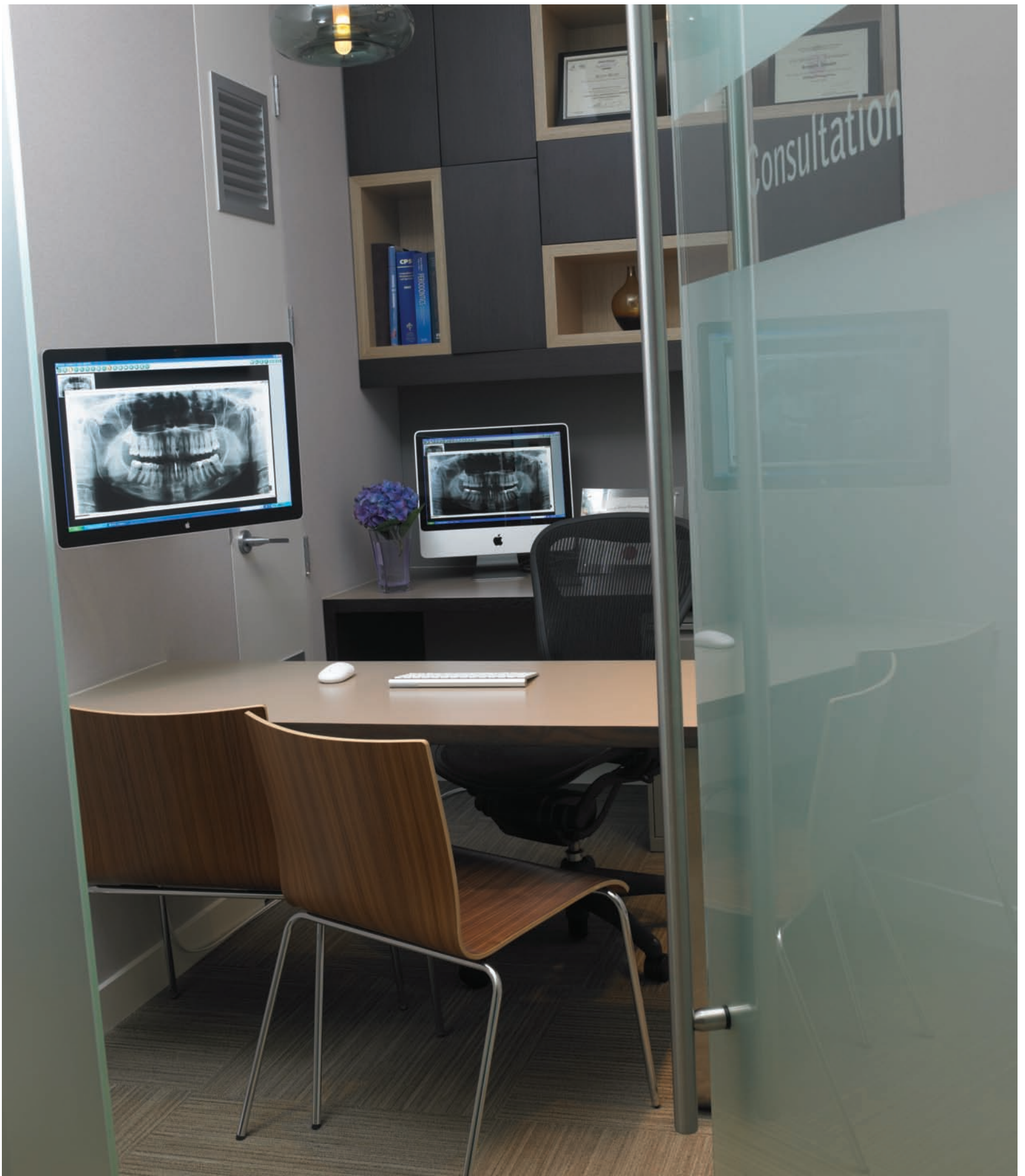
"Initially, there was a learning curve with the new technology," comments Dr. Sheikh. "But now my staff and I don't understand how we operated in our previous location for so many years without it. I can now provide the best quality of dentistry in a facility I am proud to call mine and the increase in production has greatly reduced my worry about the business side of dentistry."

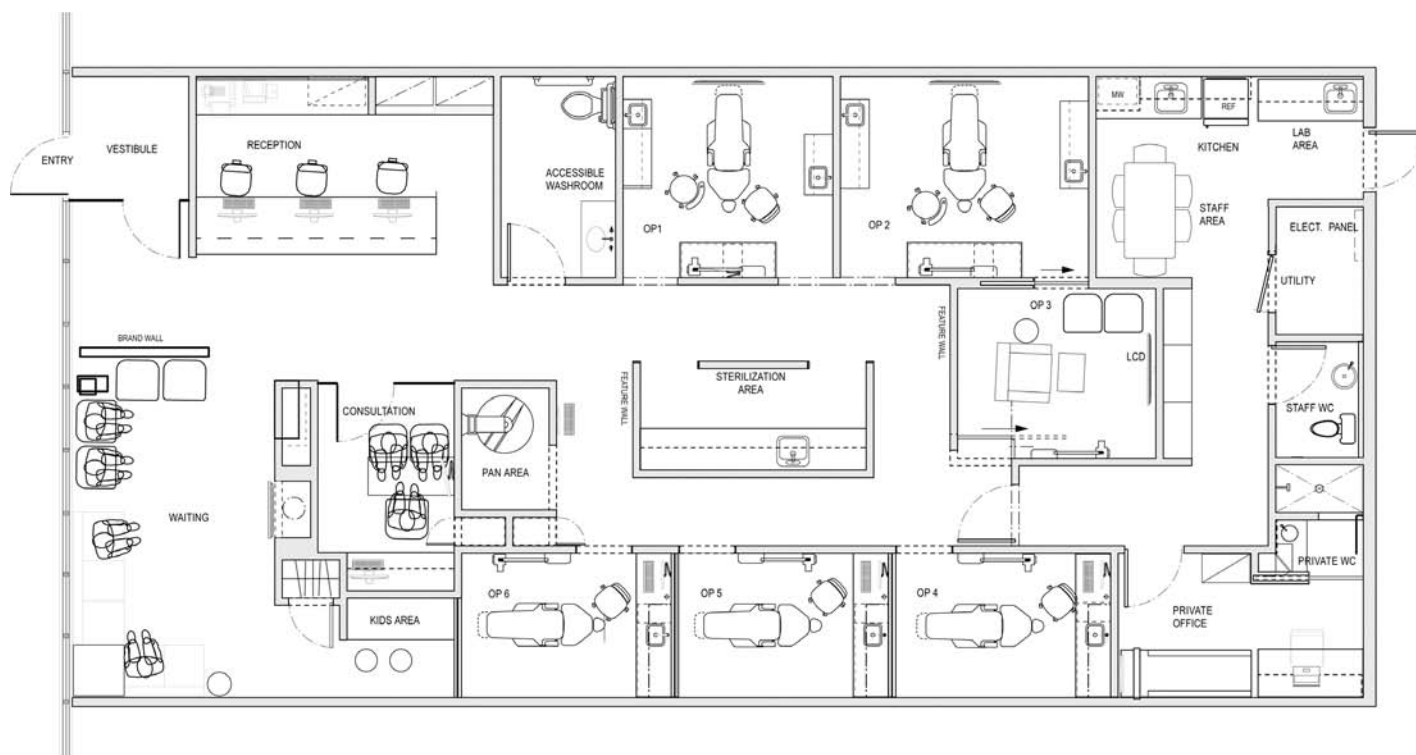
With the move being so close to the original location, the practice has maintained its patient load and regularly sees 5–7 new referrals each week – some because of the excitement of existing patients and others are new patients in the area (a real benefit of moving into a new location). Now that Dr. Sheikh has upgraded his office, equipment, practice management, and technology, what's next?

"The next step is to focus more on providing a personal experience for our patients. Since I value this so much, I really feel as though these relationships will last a lifetime, with patients knowing that for the next 20 years, they will see me, and only me, to do their dental work as long as they are in this office."



Dr. Sheikh and staff





Left to right: Dexter Baboolal, Equipment Service Technician;
Dr. Azeem Sheikh; Mike King, Field Sales Consultant

Featured Equipment:

- Air Techniques Air Compressor
- Air Techniques Vacuum System
- Biolase ezLase Laser
- Demandforce Patient Communication Software
- DEXIS Platinum Sensors
- Instrumentarium FOCUS Intraoral X-ray
- Instrumentarium OP200D Digital Pan
- Pelton & Crane Delta Q Sterilizer
- Porter Instruments Digital MDM Nitrous System
- SciCan Statim Sterilizer
- SciCan Hydrim Instrument Washer
- Sirona C4+/C8+ Treatment Centers
- Sirona SiroCam 3 Intraoral Cameras
- Solmetex HG5 Amalgam Separator