



Specialty Practice Adopts Advanced Digital Technologies in New Upscale Office

Lamas Dental Specialists—Miami, Florida

WILLIAM P. LAMAS, DMD, MS

Dr. William Lamas entered the building process for his new office, Lamas Dental Specialists, with a clear vision and a business plan already in place. He had even found the building in which to create a new, opulent practice, where he could offer periodontics, implant dentistry, and oral/facial aesthetics. What he needed was an expert team to help him implement his dream and ensure that his equipment and design decisions dovetailed to create the patient-care experience he desired.

His new Miami office, which opened in March 2018, is an elegant refuge with excellent visibility, located in the heart of this vibrant city. It combines a mix of textures and finishes and a crisp color wheel of white, gray, and brown to create a pleasing balance of sophistication and comfort. The modern aesthetic is softened by flashes of wood at the check-in desk and in the neutral gray, but warm, faux wood flooring. Every detail envelops patients in luxury, and every corner was intentionally designed to cater to patients.

“We have a rustic/modern yet warm design in our office,” Dr. Lamas commented. “We have a combination of wood, metal, glass, and

stone. The reception area features a walnut column with a glass wall that divides the reception room from the hallway. The reception desk is made of black-and-blue quartz, and the art adds a colorful, modern touch to the overall design.”

Dr. Lamas made the decision to build a new office because his previous location was no longer big enough or updated with new technology—a common scenario for many doctors. These factors were hampering the type of dentistry he wanted to perform, while also limiting him in the type of patient experience he wanted to offer.

“I wanted the new office to provide top-of-the-line technology to offer high-quality, low-radiation imaging and digital impressions,” Dr. Lamas said.

Dr. Lamas found the building space, secured his financing, selected an architect, and reached out to his Henry Schein Field Sales Consultant of 12 years, Eddie Gonzalez, to receive guidance on incorporating new equipment. Mr. Gonzalez, in turn, introduced the doctor to Equipment Sales Specialist Ricardo D’Avila.

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With a sophisticated color palette and mix of textures, the office is warm and inviting but professional.

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“We did the demolition and were heavily involved in the floor plan and build-out,” explained Mr. D’Avila, who noted that the doctor worked closely with an architect to design the office. “The office is located in a very upscale location on a busy intersection in Miami and also offers parking. Dr. Lamas has made the entire patient experience first class.”

Serene Color Palette and Mixed Textures

The 2,700 square-foot space opens to a large, magnificent waiting area that is cloaked in placid white, accented by pops of color in a buttery beige sofa, and abstract art on the walls. A massive wood pillar is the anchor to the full-length, frosted glass wall that divides the waiting area from the adjacent hallway. It’s a picture of perfection—a spectacular showpiece—but it also manages to feel welcoming. A beverage station and wall-mounted TV monitor provide soothing amenities while blending seamlessly into the space.



Patients appreciate the ease of impressions with the CEREC Omnicam intraoral scanner. Dr. Lamas displays captured images on the chairside monitor during treatment discussions.



Soft gray tones in the floor and cabinets surround patients as they are seated in Belmont Quolis chairs in the hygiene rooms and in Midmark surgical chairs in the two suites.

Patients enter the spacious clinical area and turn left to reach the treatment rooms, and right to access the imaging alcove, which is open to the hallway, providing patients with a visual reminder of the doctor's deep commitment and investment in cutting-edge technology. Doorways along the hallway open to two consultation rooms, a large conference room, a laboratory and sterilization suite, and private offices. There are six treatment rooms, of which two are large surgical suites.

"The clinical area is centralized with the sterilization area, and the business area is separate," explained Mr. D'Avila. "It's just gorgeous and offers a great flow."

Inside the treatment rooms, the doctor selected Midmark surgical chairs and surgical LED lights for the larger suites, and Belmont Quolis chairs for the hygiene operators. The cabinets are unique and mimic the appearance of stone.

"Dr. Lamas was very methodical about picking his equipment," noted Mr. D'Avila. "He wanted equipment with clean lines." The doctor financed the equipment and technology through Henry Schein Financial Services.

Digital Workflow Vital to Same-Day Dentistry

Although the design of the office itself was a definite upgrade from the previous location, the most dramatic improvement was the transition to digital imaging, including Schick sensors,

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The compact sterilization room, which contains unique cabinetry that looks like stone, is centrally located and has equipment from SciCan.



The consultation rooms allow the doctor to display the digital images to patients as he explains diagnoses and treatment options.



The doctor's 3D cone beam and CAD/CAM system are all from Dentsply Sirona, so they communicate and work together flawlessly, another efficiency in the practice workflow.



From left to right: Dr. William Lamas; Ricardo D'Avila, Equipment Sales Specialist; Eddie Gonzalez, Field Sales Consultant.
Not pictured: Brandon Bergman, Regional Manager.



The doctor utilizes the cone beam 3D images with digital impressions for implant dentistry cases. The rustic theme continues to the surgical suites, which are enclosed for patient privacy.

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a Dentsply Sirona Orthophos SL 3D cone beam unit, and CEREC Omnicam scanner. Dr. Lamas was already leaning toward Dentsply Sirona for his cone beam, but after a trip to Dentsply Sirona World in Las Vegas with the Henry Schein team, his decision was cemented.

The doctor offers a full menu of advanced periodontal procedures as well as same-day dental implants, making it one of the leading practices in Miami. 3D imaging combined with digital impressions are essential to illuminate issues that would go unseen with other X-rays, and together, this equipment provides the precision needed for the practice's one-visit dentistry patients. Instead of sending impressions to an onsite mill, a lab technician comes to the office on the day of surgery, so truly, the office is a one-stop practice for some of the most complex oral services.

The power of these advanced technologies is further magnified when they are interconnected into a single, smooth workflow, as they are with Dentrix.

"This office is more digital and has minimized the time spent on less important tasks, which gives the team the ability to provide better customer service," said Dr. Lamas about his Dentrix software.

Sterilization Ramps Up Speed and Safety

In any dental sterilization center, particularly one that has a wide variety of instruments for surgical procedures, the name of the

game is patient safety and speed.

Mr. D'Avila worked closely with the doctor to make equipment selections that would be efficient and effective. The U-shaped sterilization center, across the hall from the treatment rooms, contains a SciCan sterilizer, washer, and handpiece lubrication system, as well as a water filtration system.

"Dr. Lamas was looking for a company that offered him a full solution, and SciCan had all the items he needed," noted Mr. D'Avila.

This stunning office was a major project for the doctor and the entire team, and the finished space is one of the most beautiful offices Mr. D'Avila has taken part in designing. Dr. Lamas is seeing a spike of 25% in new patients and hears many positive comments daily about the new office.

"Our referrals, from patients and dentists, note that they love and appreciate the services that we deliver, and it encourages them to refer their patients, friends, and family."

Now that the doctor has more square footage and is seeing such an increase in patient load, he plans to evaluate additional technologies to incorporate into the office, and he points to Henry Schein's expertise in guiding him toward technology and equipment solutions customized for his success. □