

Technology at Every Turn



PRACTICE PROFILE

DENTAL PRACTICE

Midland Family Dental Care of Wyckoff
Wyckoff, New Jersey

Fred A. Puccio, DDS
Waleed Ben Elchami, DMD
Robert DeFalco, DDS
Christopher Bauer, DMD
Helen Ann DeSimone, DMD
Caroline Bateman, DMD

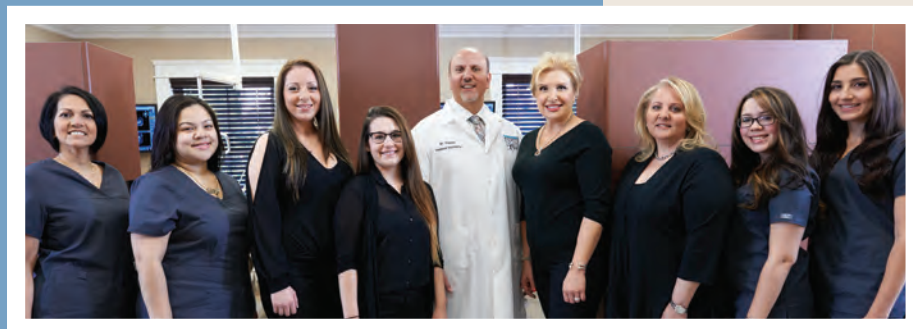
OFFICE

Square feet: 1,600
4 operatories

EQUIPMENT AND TECHNOLOGY

- Accutron Guardian II Nitrous System
- Accutron Ultra PC % Flowmeter Package
- A-dec 511 Dental Chairs
- A-dec 533 Continental Delivery Systems
- A-dec 545 12 O'Clock Assistant's Instrumentation
- A-dec Accessory Consoles
- A-dec Assistant's Stools
- A-dec Assistina Plus Handpiece Maintenance System
- A-dec Central Consoles
- A-dec Doctor's Stools
- A-dec LED Dental Lights
- A-dec Preference ICC Sterilization Center
- A-dec Treatment Consoles
- A-dec/W&H Handpieces
- Air Techniques AirStar 50 Air Compressor
- Air Techniques Mojave Dry Vac
- CEREC Omnicam AC & MC XL
- Eaglesoft Practice Management Software
- Midmark M11 UltraClave Sterilizer
- Progeny Preva DC Intraoral X-rays
- Schick 33 Digital Sensors
- Sirona ORTHOPHOS XG 3D Pan

This practice is a Patterson Advantage® Platinum member.



Over the past 20 years, Fred A. Puccio, DDS, has built up a successful practice, taught at local medical centers and mastered CEREC and implant dentistry.

As his practice continued to grow, the doctor felt a calling to expand and build a second office closer to his home in Wyckoff, N.J. Puccio's vision for a high-end, high-tech office included all of the cutting-edge equipment and technology he could possibly fit into the space.

Though it took months of hard work and sacrifice, Puccio made his calling a reality. This past October, he opened the doors to his new, state-of-the-art practice, Midland Family Dental Care of Wyckoff. "I put a lot of energy and resources into it, but I couldn't ask for more," he said. "I am so proud of this space."

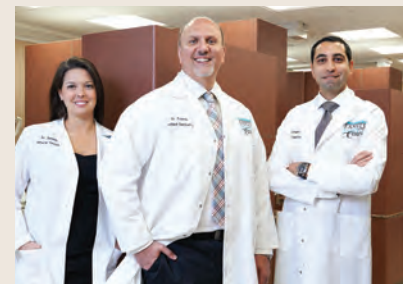
Blazing the technology trail

Puccio developed a passion for dentistry while studying at New York University College of Dentistry, where he learned the fundamentals so he could perform more advanced implantology and CEREC procedures later in his career. After completing a general practice residency at the East Orange VA Medical Center in 1995, he started his own practice, which he outfitted with the latest equipment and technology, becoming one of the first doctors in New Jersey to embrace digital radiography.

Though he had always been interested in CEREC, it wasn't until CEREC 3D came out in 2003 that the doctor decided to bring the technology into his practice. "Once the 3D software came out, I was convinced that this was for me," Puccio said.

He caught on to the CEREC process quickly and before long, he was hosting CAD/CAM demonstrations for Patterson in his office. Shortly after, he became a Patterson Certified Advanced CEREC trainer and he recently co-founded the Metro New York/New Jersey CEREC Study Club. Through his experience with CEREC, Puccio's relationship with Patterson grew so strong that he brought all of his business to the dental supplier. "I work together with Patterson and there's a great relationship between us," he said.

Working with various specialists, Puccio built up a practice that offers patients one-stop dental services, from endodontics and oral surgery to orthodontics and cosmetic dentistry. While the doctor was happy with the practice, he was compelled to open an office in the community where he and his family live. A practice just around the corner from his home in Wyckoff became available for purchase and Puccio knew that it was the



perfect time and place to make his next move. He called on his trusted partner, Patterson, to help him make his high-tech vision a reality.

The best of the best

To say that Puccio was heavily involved in the construction and design of the office would be an understatement. The seasoned doctor not only oversaw every aspect of the practice from the perspective of a dentist; he was also the licensed general contractor on the project. >>



Puccio knew exactly what he wanted for his new practice, which was everything: the best technology, equipment, materials and décor. "I told Patterson that I needed four operatories and everything under the sun in my new office," he said.

The doctor demolished the existing building, ensuring he could build the new office to his exact specifications, which included three open bay operatories and one private operatory. He chose to keep the floor plan similar to his Garfield office, with one important addition – a consultation room. He wanted a quiet space where he could show patients CAESY videos on a large monitor and discuss their treatment recommendations in detail. "It's a nice inviting room where the patient can sit down and not be intimidated," Puccio said.

The exterior of the office was also carefully considered. Because it's located in a residential area, Puccio wanted the office to resemble a home rather than a commercial building. With a front porch, double hung windows, and a full brick exterior, the building blends in with surrounding homes, yet is very welcoming for patients. Two residential units on the second floor were incorporated into the design and can provide room to expand in the future.

Inside, Puccio spared no expense to create the high-end look he was after. Architectural wood molding, natural stone flooring and countertops and warm earth tones throughout lend an air of sophistication to the practice. "I spared no expense in this office," he said. "I wanted it to be different than any other dental practice patients had seen before."

Patterson Equipment Specialist Dean Merolle agrees that the space is truly unique. "The colors he chose and the fact that he used the same countertops and cupboards throughout has created a very cohesive look you don't find in many offices," Merolle said.

Technology leads the way

While the décor is truly exceptional, it's the technology that makes Midland Family Dental Care of Wyckoff stand out. In keeping with his commitment to only bring the best of everything into his practice, Puccio selected equipment and technology from leading manufacturers Schick, Sirona and A-dec.

In the operatories, A-dec 511 chairs with A-dec 533 Continental Delivery Systems keep cords organized and instruments at the doctor's fingertips. A-dec LED lights not only ensure a lower energy bill, they also maximize vision in the mouth from any angle. His A-dec ICC sterilization center provides the hospital-grade sterility he requires and gives his patients peace of mind.

Puccio wanted the very best digital imaging system on the market for his new practice, so he chose Schick 33. "It just blows anything else out of the water," he said. "It's so exact and precise it's scary. I'm amazed." Puccio was so impressed with Schick 33 that he added the sensors at his Garfield location as well.



A Sirona ORTHOPHOS XG 3D panoramic X-ray system, in conjunction with his CEREC Omnicam AC, allow for the most precise implant planning and placement. It also helps patients understand and more easily accept these procedures. "When someone comes in for an implant consultation and we present the case using the cone beam scan, they just can't compare it to anything they've experienced before," Puccio said.

CEREC is the heart and soul of his practice, and Puccio performs six to eight restorations per day. Lasers allow him to perform dental procedures he otherwise would have had to refer out of the practice. "Everything is the best of the best – fully upgraded with every option," he said.

Having all of this technology at hand has significantly improved the practice lifestyle, and it's also gone a long way toward boosting case acceptance, which is now 100 percent. "When a patient comes into this office – regardless of their experience at the other dental offices – once I do a case presentation, they are amazed at the technology," Puccio said. "Your patients want to come in and see high-end equipment and advanced technologies. If you don't have it, the patient will find someone who does."

A group effort

Puccio was involved in every aspect of the construction process, spending countless hours for months to ensure its success. Merolle was impressed with the doctor's dedication. "Every time I went to the >>



job site, he was there," said Merolle. "It was so much easier working with someone who was so involved and knew what he wanted."

The doctor was equally impressed with the team that built his practice. "We had a great team, from the architect to the Patterson installation team. It was a group effort and everyone was very excited about designing the office," Puccio said. "Everyone took it to heart and wanted the end result to be very special."

After months of hard work, Puccio welcomed his first patients to the new practice in October 2013. Though it was a challenge working at his other office while building a new one, Puccio doesn't have a single regret. "I can honestly say that everything is perfect. I couldn't ask for more," he said.

Puccio plans to someday convert the apartments in the new office into an education center, and he hasn't yet decided whether he will expand his practice further. "Who knows," said the doctor. "Maybe one day I will build another practice." **PT**



To learn more about Midland Family Dental Care of Wyckoff, visit midlandfamilydental.com.



From left to right: Fred Eichler, Gary Ciancio, Craig Smith, Daniel Santiago, Chuck Gleason, Marc Bruckner, Orlando Garcia, Dr. Fred Puccio, Dean Merolle and Jeffrey McKendry



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PATTERSON TEAM

Jeff McKendry, *Branch Manager*
 Marc Bruckner, *Territory Representative*
 Dean Merolle, *Equipment Specialist*
 Orlando Garcia, *Service Technician*
 Fred Eichler, *Service Technician*

Chuck Gleason, *Service Technician*
 Craig Smith, *Service Technician*
 Daniel Santiago, *Service Technician*
 Gary Ciancio, *Service Technician*
 Sherry Tassavori, *Office Designer*