

DENTAL PRACTICE PRESENTATION AND DESIGN

FRIDAY NOVEMBER 14, 2008 RENDEZVOUS HOTEL, AUCKLAND 8:30AM - 5:00PM REGISTRATION 8:00AM

This course will assist dentists with the design of new rooms or the renovation of existing premises. It will then teach them how to best utilise and market the resultant practice.

The factors / parameters relative to a new practice fit-out also relate to the refurbishment of an existing practice. The principles of functionality, and aesthetics apply to all healthcare facilities, new or existing.

Existing practices all have differing requirements to upgrade, depending on their current state. It is best to challenge a facility from the core up, if money is to be spent in upgrading. It is easy to 'waste' money by trying to 'save' money in this regard.



PRESENTED BY
Anne Levitch BA Ind Des FDIA AIMM
Genna Levitch BDS (Sydney)

As Founding Director, Anne has over 25 years experience in providing design services and design management. She established Levitch Design Associates in 1988 after being offered a number of commissions in the retail, healthcare, and commercial sectors. With a degree in Industrial Design and prior experience in operating a Graphic Design consultancy, it was the commencement of a multi-disciplinary design practice.

Anne was invited to lecture on Environment Design in the Faculty of the Built Environment at University of NSW, Australia, which she did over a five year period. In 2002 The Design Institute of Australia (DIA) made her an Honorary Fellow for service to the design industry.

Genna is a dentist by profession and has an intimate working knowledge of healthcare needs. He has personally established several dental practices including a 'greenfield' site, and continues to consult in this area. He provides in-house expertise to assist the designers with their healthcare solutions.

THIS COURSE WILL COVER:

SETTING UP – FIRST THINGS FIRST

- finding the right location
- finding the right space
- leasing / buy options
- sources of finance
- establishing budgets / feasibility studies
- building analysis

THE DESIGN PROCESS

- preparation of the brief
- regulatory requirements
- establishing a timeframe
- space planning / requirements
- utility services
- ergonomics in the clinical rooms
- criteria for selection of finishes
- practical examples

THE TEAM

- specialist consultants (mechanical, structural, town planners etc.)
- design team (architectural, interior, branding)
- builder

- dental installer
- the practice principal

THE BUILDING PROCESS

- management options
- time scales
- cost controls
- traps and tips

MARKETING PROFESSIONAL SERVICES

- historical overview of the rise of professions
- role of the professions
- traditional attitudes to marketing
- current research on services marketing
- understanding marketing tools
- using marketing tools



COURSE CONVENOR – NICHOLAS COLE:
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Course approved by NZDA for CPD accreditation.