

# MIDMARK SUCCESS STORY DR. THOMAS VOLCK



## TIME FOR A CHANGE

For many dental professionals, there comes a time when they realize their dental office is no longer meeting their unique and changing needs. With this realization comes difficult questions. Do I expand my existing space or buy, lease or build a new one? What equipment and technology do I need? How should I configure my space? How many operatories do I need? What can I afford?

This dilemma is exactly where Thomas Volck, D.D.S., found himself when he realized his practice needed to change to continue meeting the needs of his team and their patients. Located in Vandalia, Ohio, Dr. Volck's practice specializes in cosmetic dentistry.

### GROWING PAINS

"When I first moved into my small office space in 1989, it was perfect. The 2,000-square-foot space with four operator rooms was more than enough," said Dr. Volck. "Over the last five years, as I added new technology and continued to grow my business, I even turned a breakroom into a fifth operator room, and it still wasn't enough."

As his business continued to grow, especially with the addition of performing dental implants, it quickly became obvious to Dr. Volck that he needed more room. On an average day, he was seeing 22–25 patients, with at least another 10 seen by his two hygienists. When he had to start limiting the number of people he could see in the facility, he knew it was time for a change.

### SPACE DESIGNED FOR A PURPOSE

#### Midmark Equipment

- Midmark Artizan Expressions Operator Cabinetry
- Midmark Elevance Dental Chairs and Delivery Units
- Midmark LED Track Lights with Monitors
- Midmark Preva Intraoral X-rays
- Midmark Synthesis Sterilization Center and Lab
- Midmark PowerVac G14 Intelligent Dry Vacuum System
- Midmark PowerAir P72 Air Compressor
- Midmark M11 Sterilizers

"Sometimes, when people came in for consultations, we would have to turn them away that day and reschedule for a later time. At one point, we were scheduling about a month out. If we had a patient with an emergency, we would often have to see them during the weekend.

Equally as frustrating was when I had the time to see additional patients, but I didn't have a room available. I had enough business to add another associate to the office, but I didn't think I had the space to adequately support another person."

"I brought on an additional associate, and we are now producing 30 percent more than what we were producing in our previous location. We went from seeing about 180 patients a month to now about 270 a month. My patients love the new facility and the Midmark chairs. My team loves that they now have space to work comfortably."

**Thomas C. Volck, D.D.S.**  
General and Cosmetic Dentistry

### A PLAN FOR GROWTH

"Given the expansion limitations of my existing facility, I needed a completely new location. I was looking at existing buildings in the area, but nothing seemed the right fit," said Dr. Volck. "I ended up purchasing some land and deciding to build a new office."

Working with his distribution partner, Dr. Volck sketched out a very basic idea of what he wanted and needed in a new space. He envisioned building six to eight operator rooms, which would provide an opportunity to see more patients and bring on an associate and additional support staff.



"I knew what I wanted, but I wasn't sure what I needed to do. I had little understanding about everything involved in building a new office. Luckily, my Midmark sales representative, Matt McLaughlin, suggested I should attend the company's ImpactDesign seminar."

### A CLEAR VISION

The ImpactDesign seminar presented by Midmark and Practice Design Group® is designed to help dentists transform their dental brand experience. It helps them understand what it takes to enhance their office space for optimal economic benefits and an improved patient experience. During the two-day, small-group seminar, attendees interact with industry experts who help them solve design challenges, understand the steps to complete their projects and bring their dental practice visions to life.

"I attended the seminar with Matt and my distribution partner. It was really eye-opening. They helped me understand the type of investment I would need to realize my vision, and they also told me the steps I would need to follow as I built the new office. They gave me the insight and information I needed to plan and manage the entire process."

Dr. Volck also brought along his draft floor plan for input.

"Dr. Jeff and Pat Carter sat down with me and went through the floor plan and offered suggestions. One suggestion they had was that I should think of the size office I need—and then plan for more. I ended up going with 11 operator rooms, with two for surgery, three for hygiene and six for restorative procedures."

ImpactDesign attendees also get to see behind the scenes when they attend one of the seminars in Versailles, Ohio. Dr. Volck appreciated this opportunity.

"I enjoyed the tour of Midmark's manufacturing floor," he said. "It made me realize how much goes into their equipment and how well constructed it is."

After the seminar, McLaughlin worked closely with Dr. Volck and his distribution partner to make his vision a reality.

"We brought him to our showroom a number of times to experience the equipment and technology first-hand. We helped him determine the right equipment, configurations and layout for his needs," said McLaughlin. "Once the equipment was selected, we were at the job site every step of the way, laying out templates with the construction team to ensure everything was perfect and overseeing the installation."

### MEET THE NEW OFFICE

In 2018, the new 6,000-square-foot office opened with a very clean, professional open design. In terms of equipment, the office is almost all Midmark. After being open for a year, Dr. Volck is looking back on the whole process as a complete success.

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Dr. Volck credits Midmark for the valuable role they played throughout the process.

"Midmark has been a great help. I'm really glad I went to the seminar. I also really appreciate their responsiveness and eagerness to help whenever I had an issue or question."