



PRACTICE PROFILE

DENTAL PRACTICE

Gene E. Messenger, DDS, FAACD
North Adams, Massachusetts

Gene E. Messenger, DDS

OFFICE

Square feet: 4,000
9 operatories

EQUIPMENT

- A-dec 511 Chairs
- A-dec Cascade 1040 Chairs
- A-dec 532 Traditional Delivery Unit
- A-dec 500 12 O'clock Assistant's Instrumentation
- A-dec 1601 Doctor's Stools
- A-dec 1622 Assistant's Stools
- A-dec Treatment, Central and Access Consoles
- A-dec Side Cabinetry
- A-dec Radius 6300 Lights
- A-dec 571 Dental Light
- A-dec Assistina
- Air Techniques AirStar 50 Compressor
- Coltene Whaledent BioSonic UC300 Ultrasonic Cleaning System
- Dentsply Cavitron Units
- Midmark M11 Sterilizers
- Progeny Preva Intraoral X-ray
- RAMVAC Bison Vacuum System

- Schick Digital Sensors
- SciCan Statim 2000 Autoclave
- SciCan Statim 5000 Autoclave
- Sirona Heliodont Intraoral X-ray
- Sirona GALILEOS Cone Beam
- Triangle Steri-Center

TECHNOLOGY

- CAESY Patient Education Systems
- CEREC[®] AC, MC XL Milling Unit and CEREC[®] Compact Milling Unit
- Eaglesoft Practice Management Software

This practice is a Patterson Advantage[®] Platinum member.

High Tech in the Berkshires

As a young boy, Gene Messenger found comfort – and his calling – through comic books. When he was 8 years old, he attempted to emulate the actions of one of his favorite heroes, Spiderman. “I thought, well, if he can climb walls, so can I.”

Dr. Messenger's ill-fated attempt landed him in a dentist's chair with a broken front tooth. While many children would have detested the multiple visits to dentists to get a crown, young Messenger was mesmerized by the experience and the idea that dentists could be superheroes, too.

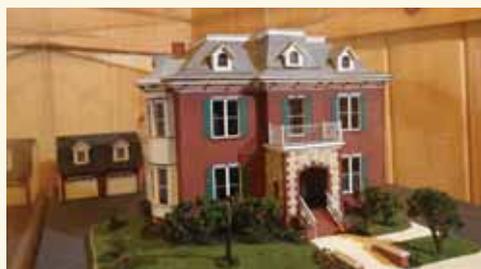
“In dentistry, 99 percent of the time, we can fix something,” Dr. Messenger said. “Every dentist I went to was so positive, that when I was 8 and they asked, ‘What do you want to be when you grow up?’ I said I wanted to be a dentist.”



An Office on the Menu

Dr. Messenger attended dental school at the University of Tennessee at Memphis. He was vice president of his class and he and his wife had two children while he was in school. In 1991, he graduated and in 1993, set up practice in the Berkshires of western Massachusetts.

A member of the American Dental Association, Massachusetts Dental Society, Berkshire Dental Society, and a past vice president of the Academy of CAD/CAM Dentistry, Dr. Messenger works six days a week and devotes his time to treating his patients. For more than a decade, he was based in a 175-year-old Victorian-style building and former funeral home. The



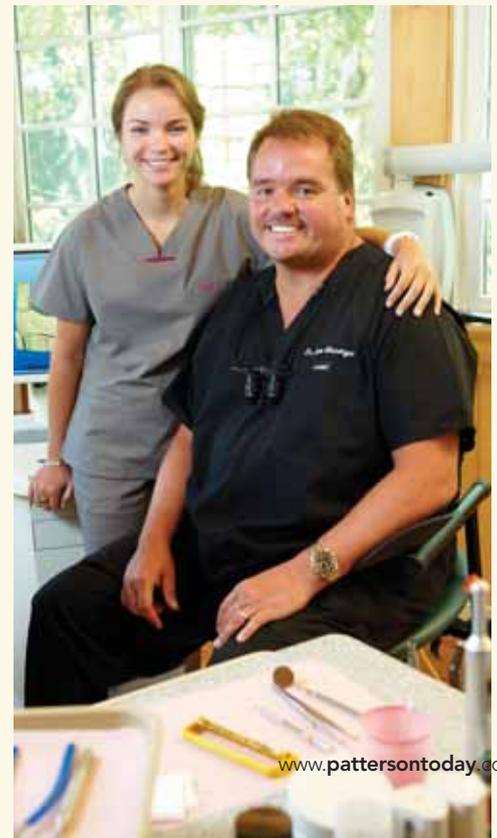
facility's age and structure didn't allow for much freedom with operatory configuration and set-up.

Dr. Messenger knew that he wanted to continue to focus on growing his business as well as create space for his daughter, Anna Marie, to join the practice when she graduates from the University at Buffalo dental program in 2012. "I absolutely love what I do. I feel very blessed that my daughter's becoming a dentist, as well," he said.

With thoughts of expanding his practice to serve his patients, Dr. Messenger went to lunch with a friend in late 2010 at a local restaurant in North Adams, Mass. The restaurant was situated on 12 acres and was part of a resort that was for sale near the Massachusetts-Vermont border. "I said, 'Well, let me walk around the building,' and I went around the corner and I saw the area and [I knew] I was moving my practice," he said. "It was pretty much that fast."

An astute businessman, Dr. Messenger

negotiated a great deal on the property, which includes the inn, restaurant/bar, pool, tennis court and nearly 100 parking spaces. In the meantime, he decided to sell his old location and family's home so that he could move in and tend to his practice. »





A Total Transformation

By April 2011, Dr. Messenger had signed the papers to take ownership of the property, and began working to transform the 4,000-square-foot restaurant and bar area into his practice. He wanted to maintain the integrity of many of the property's unique features, specifically the wood interior.

Dr. Messenger called on the expertise of his longtime Patterson representative, John Manning, with whom he's become good friends. John brought together a team from Patterson that helped Dr. Messenger bring his vision to life. "They helped me with the design. I told them what I wanted to do and they laid it out so it would fit," he said.

For instance, the bookkeeping area is now where a sushi bar used to be, and his two front desk receptionists greet patients from behind the former restaurant's bar. With warm colors and flat screen TVs, the interior of the entire office was designed with patient comfort in mind.

"Our practice is extremely warm and inviting. When you walk in, it feels like you've walked into 'Cheers.' Everybody knows your name," he said. "My goal is to make it to where you want to come into the office and you're not afraid to be here. Most people don't want to leave. We actually have patients who come in here just for coffee."

The operatories feature large picture windows that patients can look out of while having their teeth worked on. To complement the wood walls, floors and ceilings, Dr. Messenger selected wood grain A-dec treatment, central and access consoles. They also store equipment and act as dividers for the operatories, which are open. "All the new equipment that I bought just blended right in."



Dr. Gadget

One of Dr. Messenger's favorite dental tools is the GALILEOS 3D cone beam unit, which he requested be centrally located within the practice. "Incorporating technology into what was once a restaurant and inn was a little challenging, but we were able to place the GALILEOS in a central point in the office," said Sean O'Connell, a Patterson Dental equipment specialist based out of Albany, N.Y.

One of the qualities that sets Dr. Messenger apart is his fervent obsession with new dental technology. "I'm known as 'Dr. Gadget,'" he said. "Normally, I'm the guy who has whatever's new, and I have it before everybody else does."

John Manning said he's watched the doctor continuously upgrade and improve his dental equipment throughout the years. "I've watched Gene embrace new ideas and stay on the cutting end of technology, bringing his dentistry to a new level. Gene is always looking to provide better dentistry to his patients. I consider myself very fortunate to have been able to build the relationships I have with Gene and his staff."

The doctor strongly believes in using CEREC and GALILEOS to treat patients, and has invested in three CEREC acquisition centers and three milling units (two MC XL units and one Compact unit). He actively urges other dentists to consider bringing the technologies into their own practices. "The CEREC has definitely made me a better dentist," he said. "With CEREC and GALILEOS, most of the time I can fix anything in an hour."

Accustomed to the information these tools provide, Dr. Messenger now refuses to place an implant without a surgical guide. "I think

that should be the standard of care," he said. "In my heart of hearts, I really feel that the GALILEOS or any type of surgical guide with a cone beam should be how you place implants."

To complement these products, Dr. Messenger installed large monitors throughout his practice. For procedures that might require CEREC and GALILEOS, such as an implant, the monitors add a sense of excitement and intrigue, similar to that of a video game.

Dr. Messenger uses CAESY patient education software to explain procedures and treatment plans to patients. "A picture is worth 1,000 words," he said. "Say you do a crown on No. 19. CAESY allows you to print up the explanation of that at the same time with a treatment plan."

To assist with managing the practice's paperwork, the staff uses Eaglesoft practice management software. Dr. Messenger said Eaglesoft has a number of benefits that other dentists should explore. "We're totally paperless and have been for a couple years," he said. "Eaglesoft made it happen." »

"In my heart of hearts, I really feel that the GALILEOS or any type of surgical guide with a cone beam should be how you place implants."

– Gene Messenger, DDS

Love What You Do

Despite being paperless, Dr. Messenger has one indulgence: he takes and oftentimes prints “before and after” photographs of his patients’ teeth. “If I’m not holding a handpiece, I’m holding a camera,” he said. “I feel like that helps me be a better dentist.”

The photos are a way for him to review his work, continue to grow as a dental professional and remind him of past successes. Presently there are 30,000 photos in his collection.

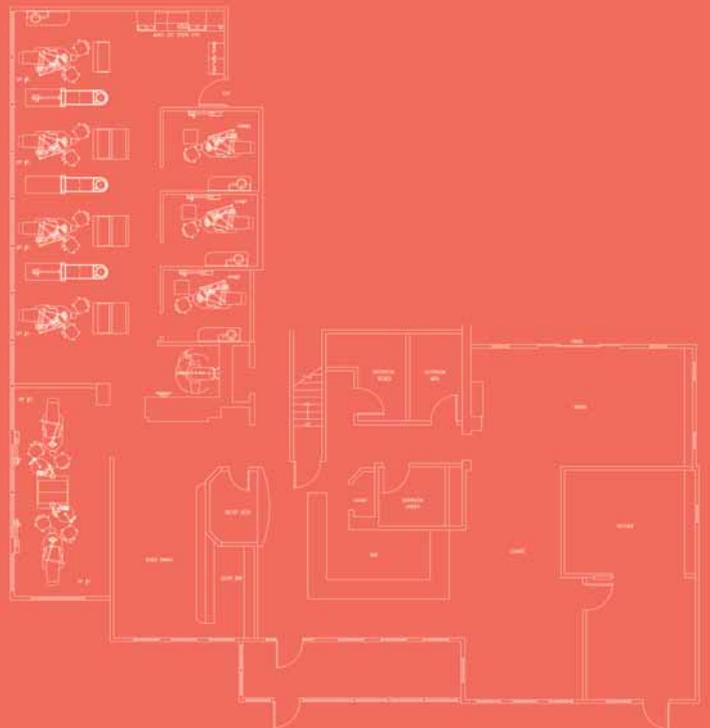


While Dr. Messenger takes pride in these images, he also is excited about another image that he recently received. For Father’s Day, his wife and children gave him a picture of Spiderman with his face superimposed on the comic book hero – a subtle nod to how he literally fell into this career. “I love what I do,” he said. “Every patient who comes in here can see that.” **PT**

For more information
about Gene E. Messenger, DDS,
visit www.reasons2smile.com.



From left to right:
John Manning, Sean O’Connell, Dr. Gene Messenger and Glenn Frank
Not Pictured: Brian Lasher, Chris Forstbauer and Marty Morgan



PATTERSON TEAM

Glenn Frank, *Branch Manager*

John Manning, *Territory Representative*

Sean O’Connell, *Equipment Specialist*

Brian Lasher, *Service Technician*

Chris Forstbauer, *Service Technician*

Marty Morgan, *Service Technician*