



New orthodontic practice is all class

Class 1 Orthodontics is one of Western Australia's best-known specialist orthodontic clinic brands with practices located in West Perth, Canning Vale, Rockingham and Kalgoorlie.

Principal Orthodontist, Dr Chris Orloff, has been practising for over 20 years. His clear vision and mission for his practices is to continually exceed his patient's expectations through his personal attention and by providing continual professional development and training of his associates and staff within his professional and well-designed modern family practices.

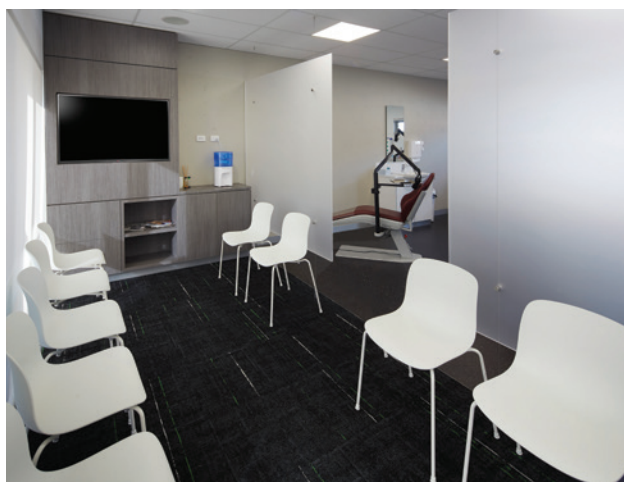
As Class 1 Orthodontics covers such a large area geographically, Dr Orloff decided to strategically open another branch practice in Baldivis, 45 km south of Perth, as many of his Rockingham patients live in this area but were being treated at the Rockingham Practice, 20 minutes away.

Dr Orloff said "The new Baldivis Office was conceived as a testbed for Class 1 Orthodontics to explore ways to deliver care to a satellite community in a way that minimises the inconvenience of regular orthodontic care appointments for patients in active treatment.

"When a building became available opposite the two major schools in the area, we had no hesitation in contacting

Medifit to seek their advice and once they gave it the green light, they commenced the design process and ensured an efficient design was created to complement our 550 square-metre, 10-chair flagship practice just 20 minutes away in Rockingham. Duplication of functions such as consulting and records rooms, laboratories and office support were unnecessary in the new space. It essentially needed to be a facility to more conveniently deliver treatment already underway."

Baldivis is also one of the most rapidly growing residential areas in Australia and the new practice would also allow new residents to be introduced to Class 1 Orthodontics.



Medifit had previously designed and built two state-of-the-art practices for Dr Orloff at Canning Vale and Rockingham. Dr Chris Orloff said that “Medifit are always on time and on budget with a high degree of quality and design flare. I had no hesitation in entrusting Sam Koranis (Medifit’s Managing Director) with this third challenging site as we’ve built a strong working relationship over the past 13 years. As always the project was completed without a hitch”.

Dr Orloff’s brief was detailed and the challenge for Medifit was to design a 4-chair ortho practice within a small tenancy of just 76 square metres. Medifit’s design team took on the challenge with enthusiasm and managed to achieve the comprehensive brief in the tight space. Dr Orloff had a good idea of what he wanted within the design aesthetic. This comprised of a modern industrial look, inclusive of utilising elements and colour schemes from the existing Class 1 practices designed by Medifit.



The emotive environment brief included a clean, neat, relaxed and inviting atmosphere with a predominantly white colour scheme throughout the practice. The requirements of the practice and utilisation of the space demanded a minimalistic free-flowing admin area. The reception and waiting areas are integrated through flooring patterns and a welcoming, warm and fresh vibe. To the rear of this space, the disabled bathroom was retained and the lab was placed where the kitchenette was located, which inadvertently saved on cost.

Two suspended glazed panels, designed for semi privacy, separate the reception and waiting areas from the main treatment area which accommodates a total of 4 chairs (3 are currently installed until business ramps up to require the fourth). Vinyl flooring has been applied throughout.

The strategically located chairs form a circular design within the middle of the room, allowing for easy access for orthodontist and therapist to undertake efficient treatment. The sterilisation area is well-placed across the back wall and supplied with a large bench top with plenty of storage space to maintain a clinical environment that meets all infection control requirements.

Joanne Gooden, Class 1 Orthodontics Business Manager, said “We recognised that this was a tricky design brief as we really wanted 4 chairs in such a tight space but also had a lot more requirements to boot. We were very happy with the concept Medifit developed for us and it far exceeded our expectations.

“The project ran perfectly on time and within budget (as did our two previous experiences with Medifit). Our patients are very impressed with how much was achieved within such a small space.



Summary

The Practice

Practice Name	Class 1 Orthodontics
Principal	Dr Chris Orloff
Practice Type	Specialist Orthodontic
Location	Baldivis, Western Australia
Size	76 square metres
No of chairs	3 + 1

The Team

Design	Medifit
Construction	Medifit
Joinery	Medifit

Equipment

Dental Units	Dexta 5CE orthodontic chairs with DCI Edge cabinet mounted delivery system
Sterilisation	Cominox Stericlave 18
Compressor	Bambi VT Oil Free Compressor
Suction	Cattani Turbo Smart
Software:	CS OrthoTrac

“They also really like the clean modern lines and the convenience of the practice being located so close to the schools, which ensures parents save time as their children can visit the practice on their own as it’s just across the road. From a clinical perspective, we are able to now see many of the shorter and quicker appointments at the new practice freeing up space at Rockingham,” Ms Gooden said.

Dr Orloff said “As with our previous experience with the Medifit team, the design process was excellent and all trades were coordinated onsite seamlessly to achieve a productive and aesthetically interesting space within the time and budget proposed, inclusive of the high quality workmanship that they are known for. Without hesitation, we would involve Medifit in our next projects and recommend them wholeheartedly as they have never let us down.”

Sam Koranis said “Chris has been a very loyal client over the years and as always, it was a pleasure to assist him with his continued growth.”

Dr Orloff added that “following the successful trial of the orthodontic pod embedded within a community, I see a further expansion of this concept, offering convenient access for the short appointments necessary for the continuation of ongoing orthodontic care.”

