

AS SEEN IN

LAB MANAGEMENT TODAY

MARCH · 2016

LMT

BUSINESS STRATEGIES FOR DENTAL LABORATORY DECISION MAKERS

in *INSPIRING INTERIORS*
on page 12

INSPIRING INTERIORS

LifeLike Dental Studio: Risks Lead to Reinvention



LifeLike Dental Studio's interior features a striking orange-and-white color scheme that gives the lab a fresh, modern feel. Owner Peter Lee also replaced all the lighting with color-corrected daylight bulbs, making the whole lab brighter.

IN 2012, Peter Lee wanted to grow his two-person C&B laboratory, LifeLike Dental Studio, into a larger, more modern operation, but his partner wasn't on board. So Lee bought

him out, then got to work.

Since the old laboratory was located in an isolated industrial warehouse area, Lee's first order of business was to relocate to a larger, more

accessible, modern space that could accommodate more staff and patients for shade taking. He spent \$50,000 renovating the 2,920-sq-ft leased space in Maywood, NJ, adding and

painting walls, installing 40 color-corrected daylight light fixtures and purchasing new desks to use as benches. He also decided to go digital and invested in a Roland DWX-50 mill and Medit Blue scanner. Zirconia units now make up 35-40% of the lab's workload and are the most profitable restorations he offers.

To encourage dentist-clients to send their patients for custom, in-lab shades, Lee also took a risk and invested in a unique novelty—an \$8,000 massage chair that patients can use during the visit—and promoted the service with a direct mailing to area accounts. The lab now sees several patients a week for custom shades.

The lab has grown to 10 employees in less than four years and keeping them happy is a priority. The breakroom is stocked with coffee, snacks and a Sony PlayStation for them to use on breaks. An added bonus: employees get to use the massage chair, too. "I'm always trying to think of new ways to keep everyone happy so we can provide the best work to our dentist-clients," he says. **LMT**

Lab Supplies and Teeth GREAT Prices!



The Atlanta Dental Lab Division is growing to meet your needs!

You will now see our Lab Division called...



- Guaranteed Low Prices
- Same-Day Shipping
- Next-Day Arrival Anywhere in the USA
- Professional Lab Customer Service Agents
- We carry all major brands: Trubyte, Heraeus, Whip Mix, Keystone, Garreco, Snow Rock, Renfert, NSK, and many more!

Call 800.218.5447



The lab's \$8,000 massage chair is beloved by patients and staff alike. "We call it the Bentley of massage chairs," says Lee.