



Choosing a Dental Practice Location

Steve Anderson, President, Denco Dental Construction, Inc. (literally) wrote the book on dream dental practice design-build processes and best practices.



Patient Base

Consider whether it aligns with the profile of your ideal client base. Ask yourself if the area has the type of patients you aim to attract, ensuring the location supports your business goals.

Marketing Costs

The current conditions or location will influence your monthly marketing expenses. A less-than-ideal location may require increased marketing efforts to effectively attract your target audience.

Signage

Signage plays a crucial role in making your business visible to potential clients, serving as an important tool for brand recognition. It's essential to review the building's regulations on signage size and placement to ensure compliance and maximize visibility.

Local Influences

Identify any unique aspects of the location - such as nearby schools or complementary businesses that could support your success. Look for nearby stores or services that attract a similar clientele, enhancing the visibility and appeal of your business.

Building Orientation

When planning the orientation of your operatories, prioritize a north-facing direction, with east and south as secondary options. Avoid a west-facing orientation, as it is considered the least desirable.

Parking & Accessibility

It's essential that the location can provide ample parking to accommodate both patients and staff, especially during peak times when the practice is at full capacity. Additionally, the parking area and building entrance should be designed with accessibility in mind.

Local Traffic

Consider traffic in the area, the building's proximity to major roadways and ease of entry. Take into account factors like the number of lanes for turning, potential challenges with high traffic volume, and any rush hour congestion that might impact access to the practice.

Security

Evaluate the safety of the area when your practice is closed, including any security measures the complex may provide, such as surveillance or on-site personnel. Take note of nearby businesses, especially those that may operate late or attract rowdy crowds, like bars or liquor stores.

• **DentalEase**

These points were all taken from the book DentalEase: The step by step guide to build the dental practice of your dreams. Get your copy for essential tips on how to build the perfect dental practice.

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