

## PRACTICE DESIGN

the clinical build so the design team could have free rein.

Minifie Architects managed to fulfil my brief perfectly – creating a stunning clinic that feels anything but clinical. The beauty is in the detail – from the bespoke engraved reception desk to the touch-free gold wash basin. The whole place has an exclusive, luxury vibe.

### THE CHALLENGES

There were certainly a few learnings from the project. When I decided to cherry pick contractors to create my own dream team, I hadn't thought that supervising their coordination would be a project in itself! I decided mid-project to hire an independent project manager to supervise the build and from that point things became a lot easier.

Recruiting experts in their respective fields enabled me to create my dream clinic, but I hadn't anticipated how much of a challenge it would be to coordinate them all. I wouldn't change how I did things but next time I would definitely bring a project manager on board from the start.

### THE MARKETING

Prior to the clinic launch I hadn't undertaken any paid marketing activity. I have a strong following on social media, particularly Instagram, and on top of this many clients come through word of mouth. Being honoured with Dentist of the Year 2022 has also been a fantastic marketing opportunity for the DRMR brand.

To coincide with the launch of the new clinic, I will be ramping up my marketing and starting some paid marketing activity as well as focusing on our SEO.

### THE RESULT

All aspects of the new clinic have lived up to my expectation 100% and I couldn't be happier with the finished result. It's just as I had envisaged. Having a clear vision, conducting careful research, and recruiting the best contractors certainly helped. Yes, it was stressful at times, but I knew it was never going to be easy. Would I do it all again? Definitely! This certainly won't be the last clinic I set up. ●

## COMPANIES AND EQUIPMENT INVOLVED IN THE PROJECT

### Architect and interior designer

Minifie Architects

WEBSITE: [www.minifiearchitects.co.uk](http://www.minifiearchitects.co.uk)

### Clinic build team

Apollo Interiors

WEBSITE: [www.apollointeriors.com](http://www.apollointeriors.com)

### Equipment suppliers

RPA

WEBSITE: [www.dental-equipment.co.uk](http://www.dental-equipment.co.uk)

### Website developer

Alex from Allotment Productions

WEBSITE: [www.allotment.pro](http://www.allotment.pro)

### Practice management system

Dentally

WEBSITE: [www.dentally.co.uk](http://www.dentally.co.uk)



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