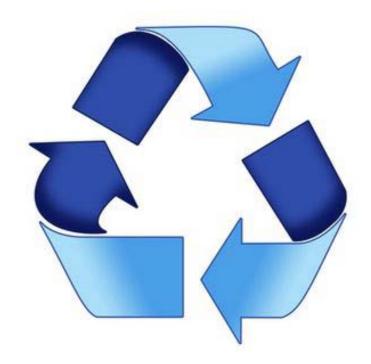
Beyond the Blue Recycling Bin

Gila C. Dorostkar, DDS California Society of Pediatric Dentistry March 29, 2015

Reasons I Chose Green

- Personal
- Eco-friendly Bay Area
- Appreciative patient base
- ♦ Healthier work environment
- Business and marketing opportunities



Our Approach

DESIGN

♦ BUILD in a way that minimizes our environmental impact including LEED certification

OPERATIONAL

▶ PRACTICE in an environmentally conscious way

LEED Certification



- Leadership in Environmental and Energy Design (LEED)
- Point-based system identifies strategies to maximize environmental metrics
- Clear, measurable goals for green certification and thirdparty verification
- Different levels of achievement – Platinum, Gold, Basic
- Sponsored by the United States Green Building Council (USGBC)

Team Involved

- Decided to incorporate LEED at the beginning of the project
- Hired a professional consultant to oversee the LEED certification process
- Architect, Contractor, and Designer had NO prior experience in LEED projects



Design Features to Earn LEED Certification

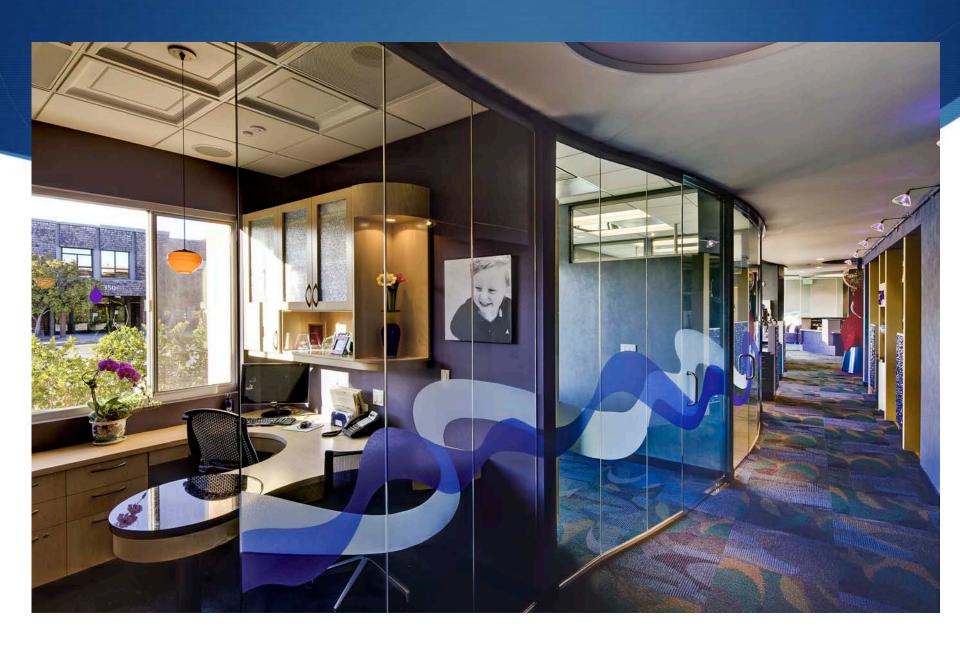
- Natural lighting and glass
- Water conservation
- Automatic sensors for light, water, and HVAC
- Renewable and locally sourced building materials
- Low VOC adhesives for carpet and wall covering



Design Features to Earn LEED Certification

- Recycled materials
- Two independent temperature zones
- Passive cooling system for IT media cabinet
- Proximity to local transit system and space for bike racks
- Energy Star certified equipment





Costs

- Estimated \$40 50,000 additional cost to our budget
- Majority of the costs were consulting fees and registration/additional documentation fees
- ◆ You can still incorporate green design features without LEED certification. Costs will not be as high.

Operational Features

- Electronic patient records
- Digital radiography
- Germicidal hand sanitizer
- Hand dryer in the bathroom
- Drinking fountains
- Recycled/green upholstery for reception area furniture



Operational Features

- Washable uniforms
- Hybrid washer/dryer
- **♦** LED monitors
- Eco friendly cleaning products, green-certified janitorial service
- Distilled water generator
- Amalgam separator





Business Benefits to a Green Practice

- Conserving resources
- Minimizing waste
- Run a more efficient practice with a paperless office
- Reinforces our image as a modern, cutting edge practice
- Marketing to an appreciative community

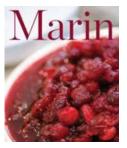
Marketing Opportunities

- 1st privately funded private pediatric dental practice in the USA to obtain LEED certification
- Exposure in local and national media
- Strong support from the community and our patients
- Beautiful office design can still be green







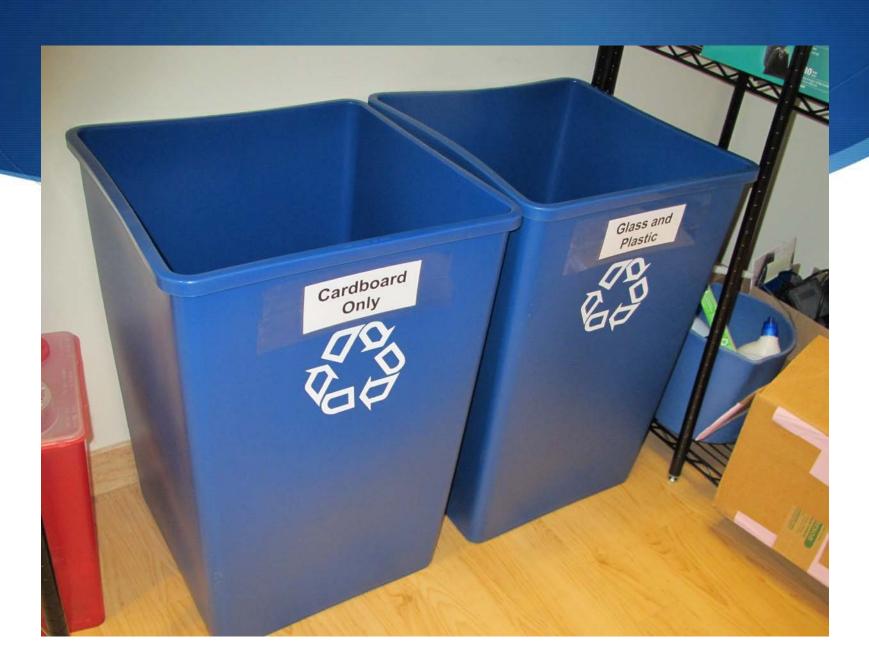














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