



## Aurora Borealis Orthodontics: An Out-of-this-World Experience in Practice Design & Patient Care

**For children, adolescents, and adults alike, the thought of undergoing orthodontic treatment is anything but exciting or stimulating.** In fact, it's cause for anxiety, self-consciousness, and fear of appearance-related stigma that keeps many people from seeking out a new smile and boldly going to the orthodontist. Now, thanks to Dr. David Hirsch and Aurora Borealis Orthodontics, improving their oral health through orthodontics is an out-of-this-world experience.

Aurora Borealis Orthodontics is the world's only Star Trek, themed orthodontic practice filled with authentic, screen-used props from all of the television series and motion pictures. Dr. Hirsch initially practiced orthodontics in a clinical space he was renting in downtown Aurora, Ontario. When presented with the opportunity to instill new life into what was once an old bank building across the street, he embarked on a journey to create one of the world's most unique orthodontic offices.

The old building Dr. Hirsch purchased had been used for decades as a bank by various institutions. Despite the fact that immediately prior to his acquisition another orthodontist had used the building for their practice, a full renovation was needed. In particular, the building's electrical, plumbing, HVAC, roof, and structural components all required replacement. New fire exits had to be installed, the lighting converted to LED, and new computer network cabling run throughout the building. Most importantly, however, the movie props had to be transported and installed into the new orthodontic office.





▲ Adorning the ceilings over the treatment bay and waiting area (bottom left) are backlit LED panels with views from the Hubble telescope.

“The unique space of the bank, coupled with one of the largest screen-used Star Trek collections in the world, afforded me the opportunity to build a one-of-a-kind orthodontics practice and provide my patients with a once in a lifetime experience,” Dr. Hirsch says.

To prepare for venturing into the worlds of building renovation and practice design, Dr. Hirsch turned to Ken Croney and other experts at Henry Schein Canada. He credits them as being the most knowledgeable in the business and instrumental in helping address the spatial, venting, and equipment issues he faced in transforming his futuristic vision into a reality. Together with Bellsam Contracting and Rita Valente from Valente Design, Mr. Croney and Henry Schein worked collaboratively with Dr. Hirsch to assist with schematics, plumbing, and setting up equipment, as well as servicing it.

The interior of the approximately 3,000 square feet practice is graced with hardwood and ceramic floors, and the treatment areas,

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records room, and gaming area (yes, you read that correctly) are appointed with all-granite countertops. The light fixtures throughout the practice resemble star ship transporter beams, while the front desk features a stainless steel countertop with glass façade that is illuminated to simulate the bridge of the Starship Enterprise.

To accommodate Dr. Hirsch and his three hygienists, one assistant, and one receptionist, there are three operator chairs in the open floor plan, which includes glass walls and partitions. Aurora Borealis Orthodontics incorporated the most advanced sterilization equipment, suction, and compressors, in addition to radiographic equipment. In fact, among the new services provided at the new practice location are radiologist consultations and onsite laboratory services.

With the 21st century and beyond design of the practice, Dr. Hirsch and his team can accommodate more patients in a relaxed and truly unique environment for enhanced patient flow and productivity. What’s more, people are

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▲ One of the many movie props Dr. Hirsch's office features on display.



▲ Suspended over the reception desk is The I.K.S. Negh'Var model ship from Deep Space Nine.

▲ The front desk features a stainless steel counter top with glass facade that is illuminated to simulate the bridge of the Starship Enterprise.

## Dr. Hirsch's Collection Showcase

### Motion Pictures

Star Trek: The Motion Picture  
 Star Trek: The Wrath of Khan  
 Star Trek: The Search for Spock  
 Star Trek: The Voyage Home  
 Star Trek: The Final Frontier  
 Star Trek: The Undiscovered Country  
 Star Trek: Generations  
 Star Trek: First Contact  
 Star Trek: Insurrection  
 Star Trek: Nemesis  
 Star Trek: Into Darkness

### Television Series

Star Trek: The Original Series  
 Star Trek: The Next Generation  
 Star Trek: Deep Space Nine  
 Star Trek: Voyager  
 Star Trek: Enterprise



▲ The Aurora Borealis Orthodontics logo, as seen on these glass doors, borrows heavily from the design of the Starfleet Insignia.

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amazed by what they see, such as the 3D feature wall that was flown in from Washington.

“Our goal is provide our patients with exceptional orthodontic treatment and customer service in a fascinating and fun environment,” Dr. Hirsch explains. “Within the confines of these walls, patients will find a wide range of screen-used movie props from all of the Star Trek television series and motion pictures. In their experience at our office, they’ll encounter Federation, Klingon, and other alien weaponry and technology, medical devices, PADDs, Borg Drones and Alcoves, concept art, ships, and even Tribbles, all of which were used on screen.”

While all of this is what patients will see as they look around, Dr. Hirsch encourages them not to forget to look up, too! Adorning the ceilings over the treatment bay and waiting area are backlit LED panels with views from the Hubble telescope, as well as Chancellor Gowran’s screen-used starship, the I.K.S. Negh’Var model ship from Deep Space Nine! This incredible ship is suspended over the reception desk in a recessed setting.

Within the treatment bay area, two screen-used Klingon command



▲ Alien weaponry on display in one of the office’s many museum quality showcases.



▲ Seen above and below, bottom-right are two screen-used Klingon command chairs from Star Trek The Next Generation.

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chairs from Star Trek, The Next Generation can be found. One of the chairs, which actually lights up, sits in the center of the treatment bay and serves as an actual command chair for the treatment area. Other chairs in the 15-chair facility include nine Human, three Vulcan, and one Borg. In fact, patients can actually sit in the High Council Vulcan Chairs used in the 2009 JJ Abrams 2009 Star Trek reboot motion picture featuring Chris Pine and Zachary Quinto. Additional props from that movie which can be found at Aurora Borealis Orthodontics include components of Mr. Spock's Jellyfish ship, an instrument display from Chris Pine's shuttle, and Star Fleet Academy banners, among others.

Dr. Hirsch incorporated museum-quality showcases throughout the practice to display screen-used props and weaponry from the Star Trek motion pictures and television series, and different movie props are rotated in periodically.

However, the collection that can be seen at Aurora Borealis Orthodontics represents the full legacy of the Star Trek story.

The truly sensational experience contributes to an engaging orthodontics treatment appointment, and other unique features of the Aurora Borealis Orthodontics practice complement the encounter. For example, within the office are screen-used consoles from the starship Enterprise that actually light up, assorted motion picture concept artwork, and fully functional Borg Regeneration Alcove and Borg featured in Star Trek: First Contact with Sir Patrick Stewart.

Of course, the newly renovated orthodontics facility also includes creature comforts for those native to planet Earth. These include a generously supplied beverage area and a game room that Dr. Hirsch is especially proud of. "As my team and I look ahead to the future, we're





excited at the prospect of planning meet-and-greets with Star Trek stars and celebrities for our patients and referrals,” Dr. Hirsch says. “And for any dentists who are thinking about expanding, or renovating their practice to make things more comfortable for their patients and themselves, my biggest wish for them is that they Live Long and Prosper!”



▲ Dr. Hirsch



▲ Aurora Borealis Orthodontic’s gaming area is a delight for patients to spend time in.



▲ Three Vulcan chairs that patients can sit in at Aurora Borealis Orthodontics.