

# A Place for Compassion

When Dante Martin, DVM, describes the assortment of pets that he and his family have adopted and taken in, it's no wonder he became a veterinarian – he is truly dedicated to caring for animals. There's Slim, the overweight dachshund that Martin adopted from a client who could no longer care for him; a Yorkie named Mr. Crabs that was left at the back door of the veterinary practice where Martin used to work – a dog that made the perfect 10th birthday present for Martin's son; a long-haired Chihuahua-mix named Garebear; and a beagle named Pearl that was acquired from a local shelter. Martin's veterinary philosophy is to provide genuine compassion and care, and that applies both in and out of Holly Ridge Veterinary Hospital – his new facility in Holly Ridge, North Carolina.

In addition to his own animals and the many pets that he cares for at his veterinary hospital, Martin and his staff work with five area animal rescue groups by helping with spay/neuter programs that they institute. Martin and his staff also care for the Onslow County sheriff's department service dogs by offering routine care, vaccinations and the necessary care if any of the dogs is injured.

## A lot of inspiration

The decision to become a veterinarian was an easy one for Martin. Both of his parents were veterinarians and Martin says that they are his inspiration. The oldest of five, he spent his afternoons after school cleaning cages and walking animals at his parents' Midlothian, Illinois, practice. By high school, Martin was certain that caring for animals was what he wanted to dedicate his life to.

Martin graduated from the Purdue University School of Veterinary Medicine in 1995 before moving to North Carolina to start his career. After more than >>

## HOSPITAL PROFILE

### VETERINARY PRACTICE

Holly Ridge Veterinary Hospital  
Holly Ridge, North Carolina

Dante Martin, DVM

### OFFICE

4,100 square feet  
5 exam rooms

### EQUIPMENT, SERVICES & TECHNOLOGY

- Acuity HD 1717 DR System
- Advisor Monitor V9200: IBP, TEMP, ECG, SpO2, HR, NIBP
- ARCOM X-ray Table
- Breathe Safe Respiration Monitor JO166RM
- CDR Elite Size 2 Sensor Ship Kit
- Heliodont Plus with Standard Arm System 71"
- ILS Cabinetry
- iM3 GS Deluxe Dental: HS, LS, Air/Water with P6 Scaler
- Metron Dental for Schick
- Midmark Cabinetry
- MI-500 Single Ceiling MT 100 V/240 V
- MI-500 Single Ceiling MT 100 V/240 V (Over Dry Table)
- Pole Mount Spider Monitor Arm PMSA-B
- Premier Mobile Electric Lift Table
- QCore IV Vet Infusion Pump
- Single Lever Faucet with 84" Sprayer
- Surgery Table 60" V-Top Hydraulic Column No Heat
- Table Peninsula Lift Foot CTL (Room 2)
- Utility Platform 24" x 12" UP-BB
- Vaporizer UVS Tech 3 EX ISO STD Fill 250 ml
- Versa II Anesthesia Machine
- Vetroson Active Anesthesia Scavenger
- Wall Mount Adjustable Computer Station WMCS-B
- Wall Mount for Advisor
- 60" SS Tub on Legs – 17" Deep with Racks







20 years serving pet owners in the Onslow County community, he was ready to build a practice of his own where he could continue to follow his motto: to provide the highest standard in veterinary care.

#### **Guidance along the way**

When Martin discussed his dream with Patterson Equipment Specialist Danielle Berry, she invited him to attend a Patterson Guiding Practice Success (GPS) event in Denver. GPS was created specifically for veterinarians who want to build or remodel a practice and offers ideas and assistance with design, finance, construction, equipment and technology offerings – and connects participants with experts.

At GPS, Martin discovered all the ways Patterson could help turn his dream into reality. He was connected with key players including a contractor and designer who answered questions and put some of his ideas on paper. Martin was able to interact hands-on with equipment including a digital X-ray machine, medical cabinetry, tables, lights and cages. “I really believe that this experience inspired him to get his new

practice up and running,” said Berry.

When he returned to North Carolina after the GPS event, Martin was ready to move forward with his dream. He had chosen the equipment and technology he wanted to incorporate, and he had a vision that included open spaces, cheerful colors and exceptional customer service – which was inspired by trips he had taken to Disney World with his wife and three children. The only thing he needed was a space where he could bring his ideas to life.

#### **A lucky find**

One sunny afternoon Martin and his wife drove past an iconic building in the Onslow County area with a “For Sale” sign in the front yard. The couple was familiar with the former mayor’s house located on two acres of property and surrounded by a pond, cypress trees and a gazebo in back. “It’s a beautiful property that had always struck my wife’s eye,” said Martin. The discovery that the land was for sale led to the process of working with a real estate professional, and meeting



with a contractor to determine if and how they could remodel the home to fit their business needs. Soon after, Martin purchased the land, bringing him one step closer to his dream.

There was a lot that the 1950s model home had to offer, but actual blueprints were not one of them. Martin and Berry spent an afternoon measuring each room from top to bottom and sketching the space on paper. They then met with an architect who made adjustments to meet city and county codes before a structural engineer confirmed that the plans were solid. Changes to both the interior and exterior would transform the building from a cozy red brick home to a welcoming techno grey business office.

#### Putting a plan into action

With that vision in mind, Martin and Berry handed the blueprints over to the contractor, who kept them in the loop throughout the entire construction process, which began in January 2015 and was complete by May of that year. "It was a cold winter, but other than >>





the weather, the construction process went smoothly," said Martin. "I was impressed with what the contractor was able to do," he added. "He made the office flow really well, and it was basically turnkey when the building was complete."

The result is a veterinary practice that doesn't feel like a medical building. The interior is designed around the original fireplace, making it a warm focal point that adds to the feeling that you are coming home, and not entering a medical facility. Calming colors including sky blue, ocean green and sandy tan are complemented by artwork and photography prints of animals throughout the office.

### Showing how much he cares

It's far more than the interior of Holly Ridge Veterinary Hospital that makes it feel warm. It's the customer service that Martin provides that makes everyone feel welcome. "When I'm meeting with a pet owner, that person and their pet is the only thing that matters," said Martin. "I've always prided myself on the fact that I listen, provide comfort

and create a positive experience for those who enter the door of my practice." His customer service style was adopted from the Disney Way business model, which revolves around making every experience meaningful and positive. Martin's approach is also based on his philosophy that "People don't care how much you know until they know how much you care."

The residents in his community clearly know how much Martin cares. He arrived at the new hospital early the first day that the doors were open for business. "Four clients were already waiting in the parking lot," he said. "Since then, the practice has flourished far beyond what I expected," he added. Fortunately, the new office is equipped to handle the heavy patient load. "It's efficient and comfortable to work in," said Martin. "Every corner of the hospital is a productive corner and there is no wasted space," he added.

Martin's team includes a receptionist, three veterinary assistants, and his wife, who is what Martin calls "a remarkably efficient and



From left to right:  
Rick Bradshaw, Regis White, Dr. Dante Martin, Danielle Berry and Don McFerren

## PATTERSON TEAM

- Regis White, *Region Manager*
- Don McFerren, *Territory Manager*
- Danielle Berry, *Equipment Specialist*
- Rick Bradshaw, *Service Technician*
- Shane Teague, *Service Technician*
- Ray Reynante, *Service Technician*
- Michael Reynolds, *Office Designer*



knowledgeable office manager who takes care of everything from staffing, to bills, ordering, inventory and all of the day-to-day tasks." Martin hopes to hire an associate veterinarian, more staff members and open a satellite office in the future. Until then, he is reveling in the joy of owning his brand new practice. "When I go to bed at night I know that I'm doing this for myself and nobody else," he said. "The greatest joy is that my work is my reward." **PT**



For more information about  
Holly Ridge Veterinary Hospital,  
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