

SUCCESS BY DESIGN:

Achieving the “Ideal Smile”

Lourdes Zaczac had long been unhappy with the appearance of her front teeth, but it was only after reading a magazine article that she decided to take the first step to DO something about it.

The Miami businesswoman flew to Atlanta for a consultation with Dr. Ronald Goldstein. She was caught offguard when Dr. Goldstein asked her to envision a magic wand passing over her face that could transform her smile into the most beautiful smile she could imagine. Lourdes' dissatisfaction had always focused on her poorly aligned front teeth. But once she let herself dream, it was easy to picture other changes that could enhance and beautify her smile.

A self-described perfectionist, Lourdes took it upon herself to become informed about the possibilities. She explains: “I care about quality and I care about the best possible outcome, so I didn't mind taking the trips between Miami and Atlanta.” Her treatment plan called for Dr. Goldstein to replace the old restorations with a combination of porcelain laminates and crowns. This was preceded by cosmetic sculpting of her gum tissue by Dr. Maurice Salama in order to correct her “gummy smile.”

Lourdes appreciated the doctors' conservative plan of treatment and their mutual agreement to preserve as much of her natural

tooth structure as possible. She also valued the convenience of scheduling several treatment sessions together, which reduced the number of trips to Atlanta.

WORTH THE TRIP

Regardless of the type of the enhancement or restoration, diagnosis and treatment planning are the first steps. At GG&S, treatment planning is tailored to the specific needs of each patient. It's built around a team concept and reflects the experience, training and guidance of all team members, including several trained in multiple dental specialties.

Throughout the treatment process, patients are urged to become educated dental consumers knowledgeable about the options and processes. As such, they partner with the doctors to achieve the smile that is not only technically and esthetically correct, but the one that best reflects their personal vision.

The practice, which observed its 78th anniversary this year, is today led by senior partners Drs. Ronald Goldstein, David Garber and Maurice Salama. In addition to their clinical work, the doctors hold academic teaching appointments at the dental schools of: Medical College of Georgia, Boston University, University of Texas, University of Pennsylvania, Louisiana State University and Nova Southeastern University.

Other members of the clinical team include: Dr. Henry Salama, Dr. Angela Gribble Hedlund, Dr. Maha El-Sayed, Dr. Anita Tate and Dr. Brian Beaudreau. Team Atlanta also includes several physicians – board-certified anesthesiologist Dr. Howard Odom and board-certified plastic surgeon Dr. Theresa Jarmuz.

COMMUNICATION COUNTS

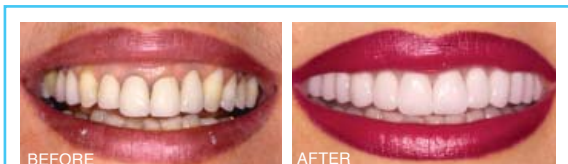
Lourdes points to a number of factors in her successful outcome. In addition to the high-tech instrumentation and an in-house lab with new ceramic systems, she acknowledges the value of

COSMETIC DENTISTRY 101

Comprehensive cosmetic – or esthetic – dentistry is the skillful integration of artistry and science to enhance the elements of the smile that have developed less than ideally, been worn out or damaged. It is recognizing and recreating the natural beauty of the smile and recreating the harmony of the teeth, gums and lips.

communication. Dr. Goldstein agrees, noting that successful outcomes are based on three levels of communication, including those:

- between the patient and the clinical team
- among the cosmetic dentist, interdisciplinary specialists and the other clinical team members
- between the dentists and dental laboratory.



HARMONY AND PROPORTION WERE ACHIEVED IN LOURDES' SMILE THROUGH A COMBINATION OF ALL CERAMIC CROWNS (NO METAL USED), THIN PORCELAIN VENEERS, BONDING AND COSMETIC GUM PROCEDURES.

Adds Dr. Goldstein, "In most offices the dentist has to interpret the patient's wishes, then translate the message to a technician. But we prefer having the laboratory technician (or ceramist) who will fabricate the restorations work directly with us and the patient. It's more than convenient, it's essential." In the case of Lourdes Zaczac, the teamwork approach resulted in a full smile that not only met, but exceeded her exacting expectations.

Dr. Garber is also a strong believer in the value of collaboration. "This is an office that is truly different in approach. We've assembled a group of specialists who use technology to facilitate patient communication, not to take its place. We recognize that esthetic dentistry can have an incredible impact on an individual's health, self-esteem and even on their success in life. Our goal is to help meet these needs with patient understanding, technology and compassionate dentistry."

THE BIG PICTURE

Dr. Maurice Salama emphasizes that the office focuses on the smile rather than on the restoration of a single tooth, or the repair of an individual area of decay. "We look at the whole picture, designing a smile that is an integral part of the person's overall health and appearance. In the past, the dentist took a few x-rays and told the patient what was needed. Today, we can offer our patients much more."

Many patients come to GG&S following unsatisfactory treatment by another dentist. The new crowns or veneers did not appear or function as the patients hoped. Such problems were the focus of a recent segment on the ABC newsmagazine 20/20. The piece featured interviews with Dr. Goldstein, as well as with several patients who had experienced "botched dentistry."

Lourdes Zaczac achieved her great smile with the help of Dr.



MIAMI RESIDENT LOURDES ZACZAC WAS NOT SATISFIED WITH HER FOUR FRONT CROWNS SHE HAD RECEIVED FROM HER PREVIOUS DENTIST, SO SHE FLEW TO ATLANTA TO HAVE DRS. RONALD GOLDSTEIN AND MAURICE SALAMA DESIGN AND PRODUCE WHAT SHE NOW CALLS HER "IDEAL SMILE."

Ronald Goldstein and Team Atlanta. Not only does she have a gorgeous smile, but she's become a savvy dental consumer in the process.

TO LEARN MORE ABOUT THE UNIQUE TEAM APPROACH OF GOLDSTEIN, GARBER & SALAMA LLC, CALL ...OR VISIT THE WEBSITE WWW.GOLDSTEINGARBER.COM.

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